

FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT

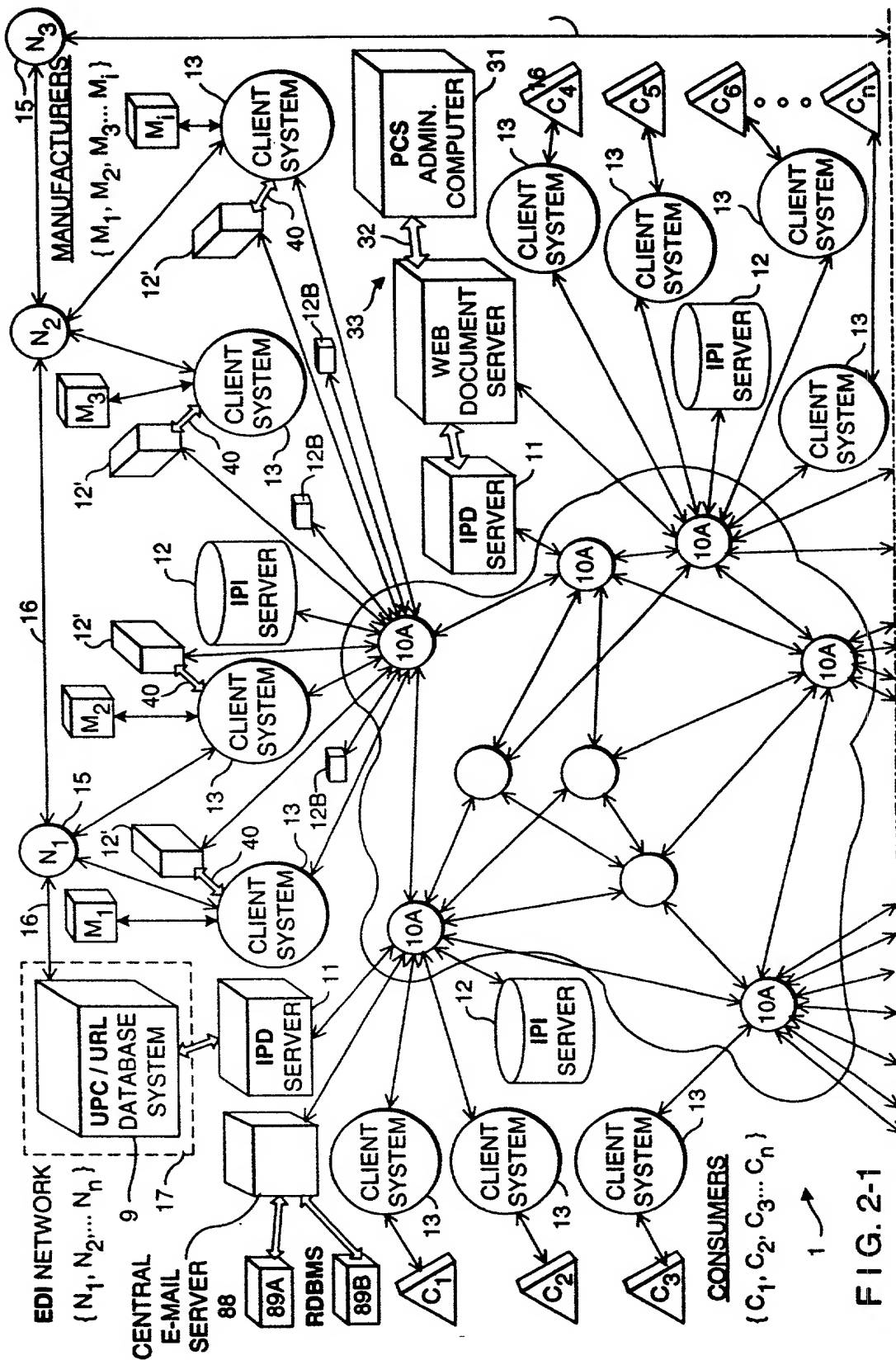
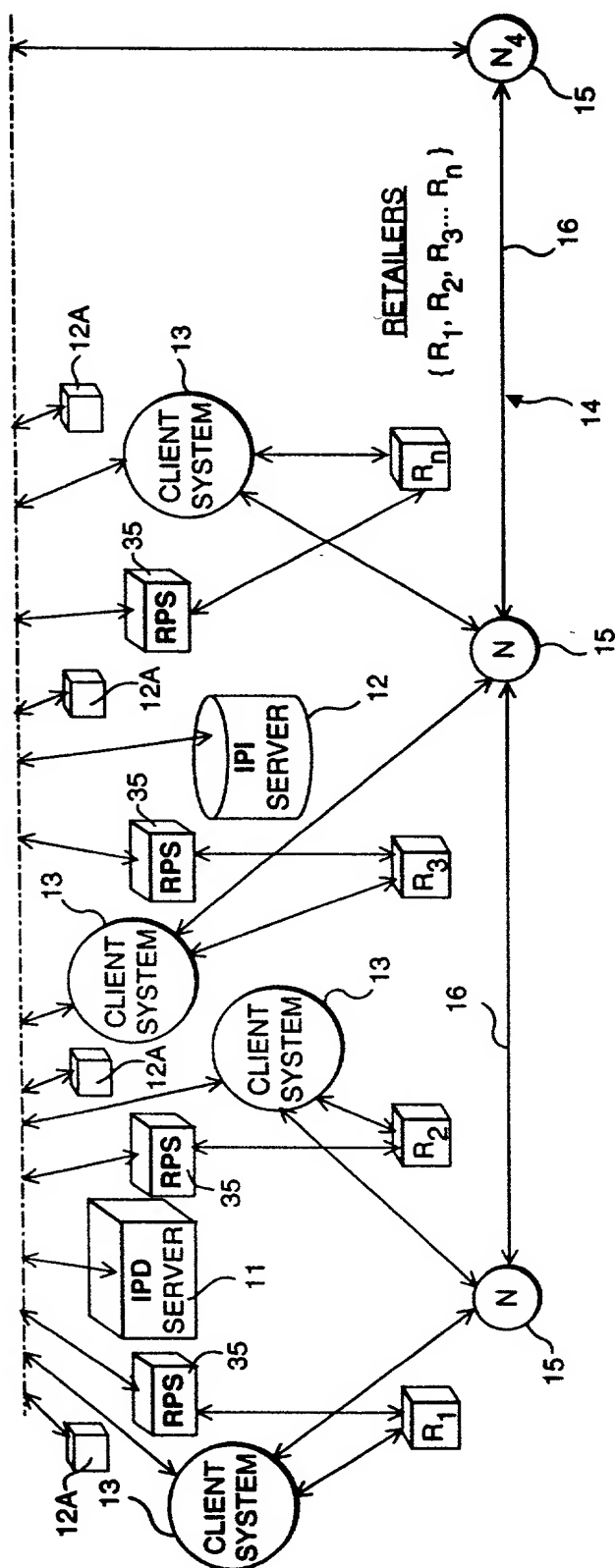


FIG. 2-1



**FIG. 2-2**

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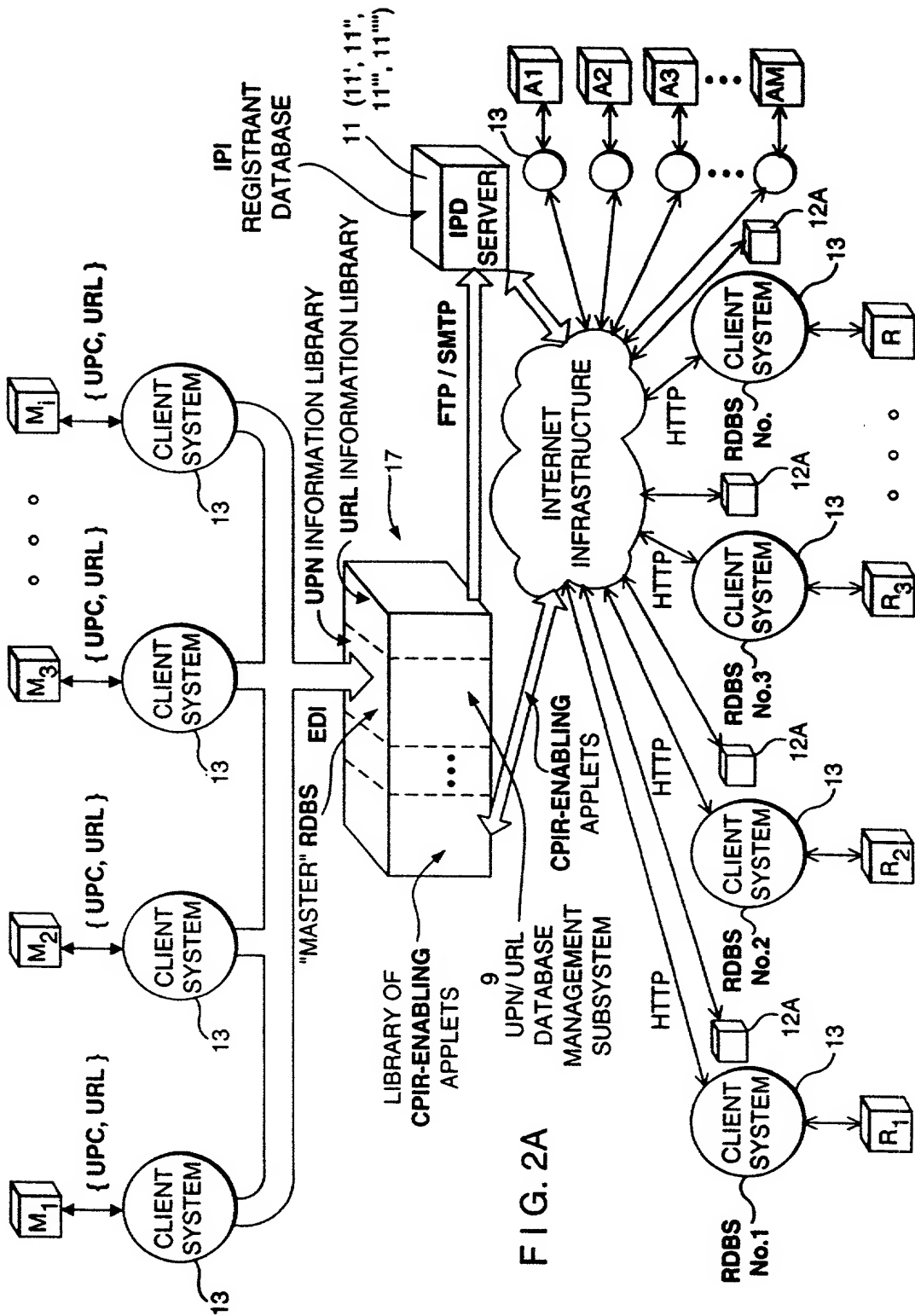
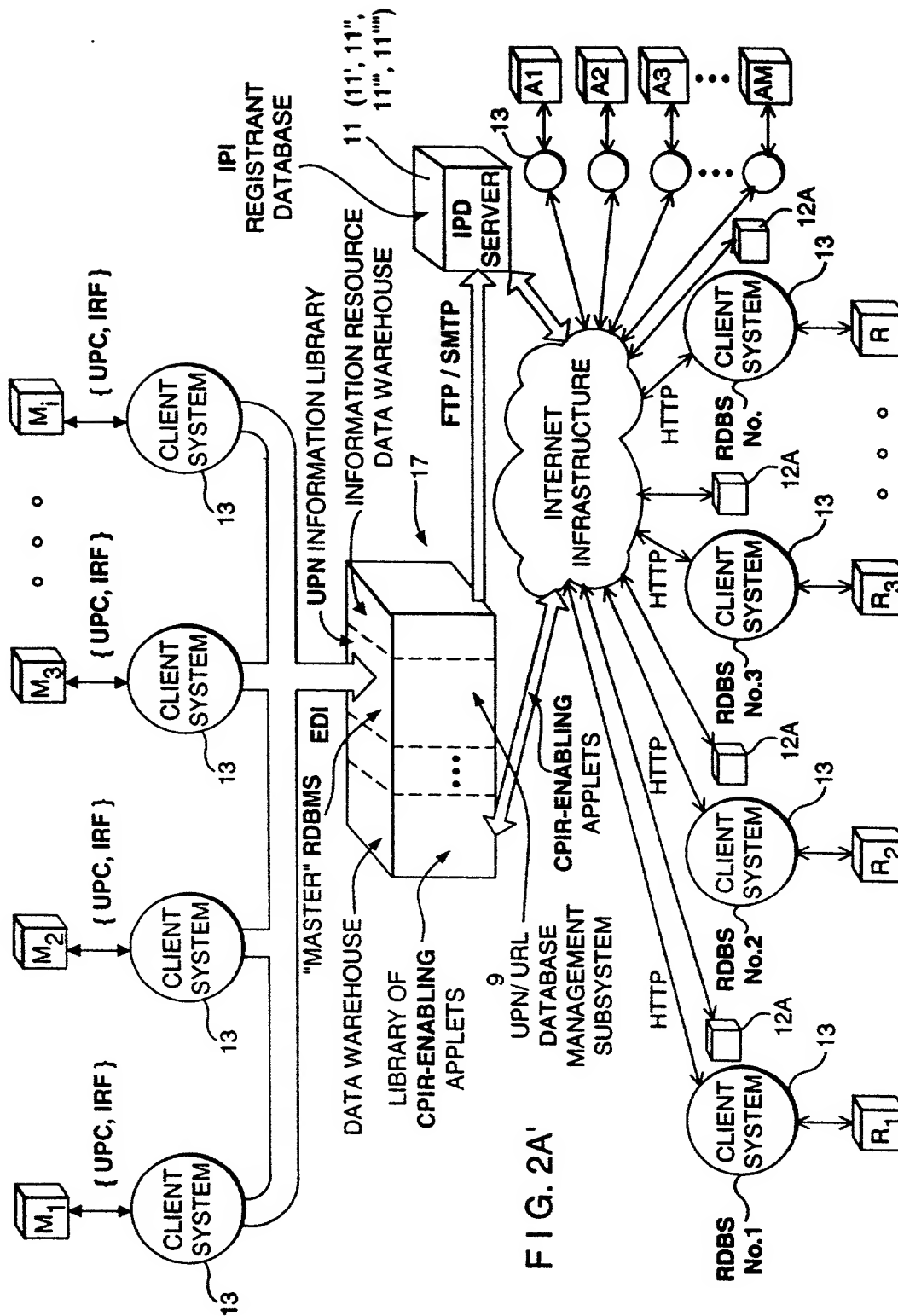


FIG. 2A





# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

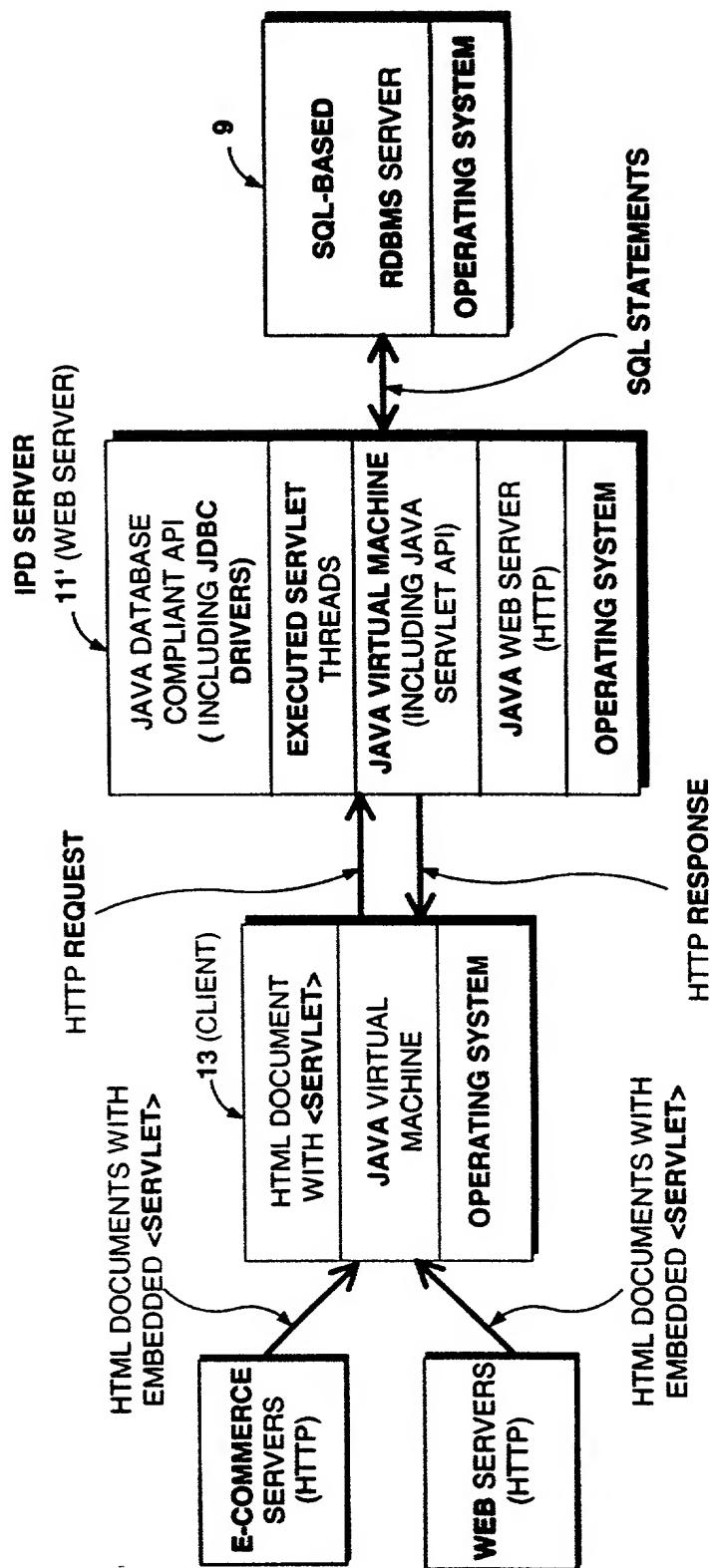


FIG. 2B1

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

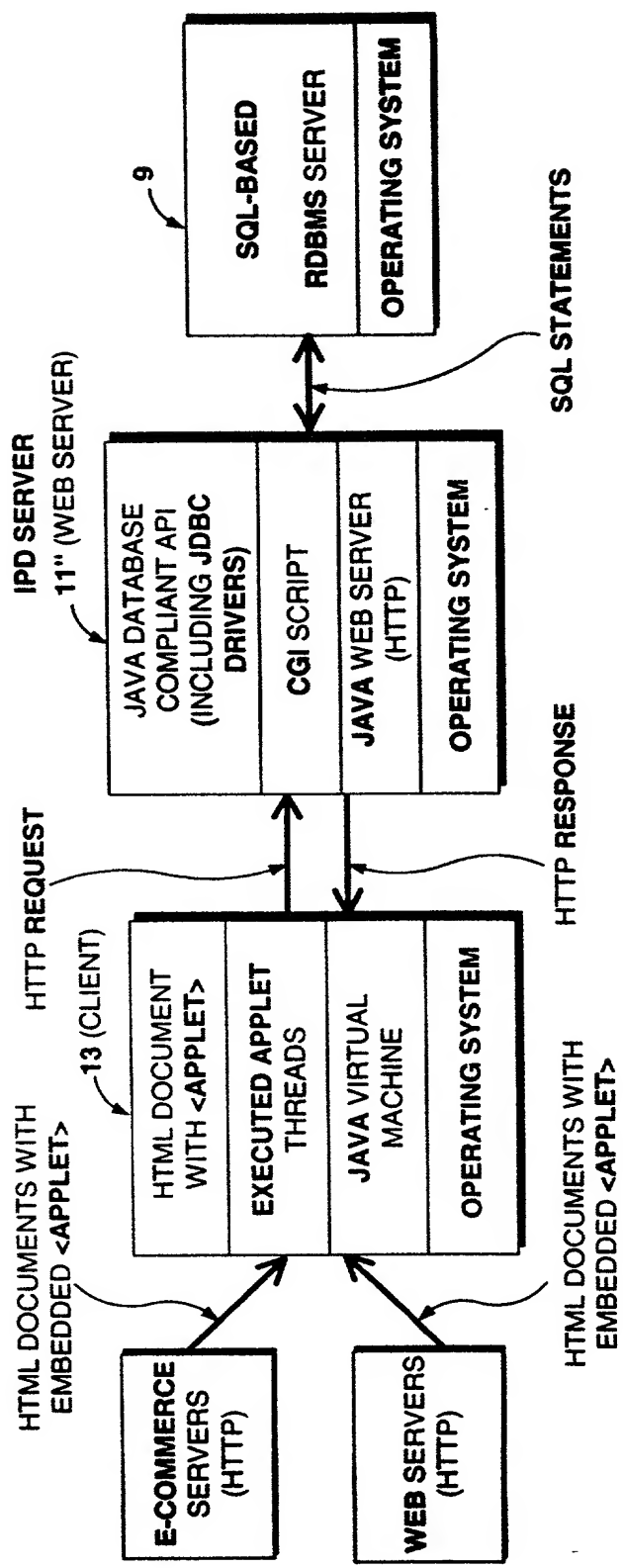


FIG. 2B2

# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

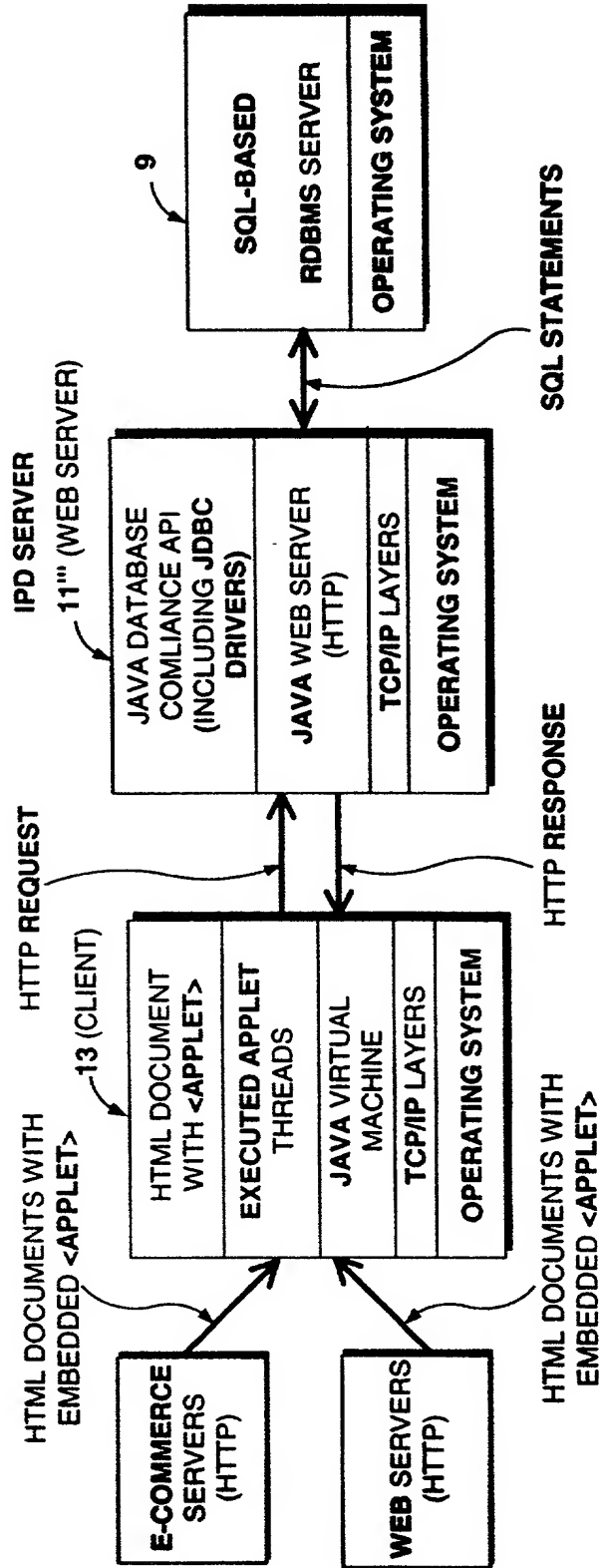
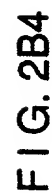


FIG. 2B3

# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

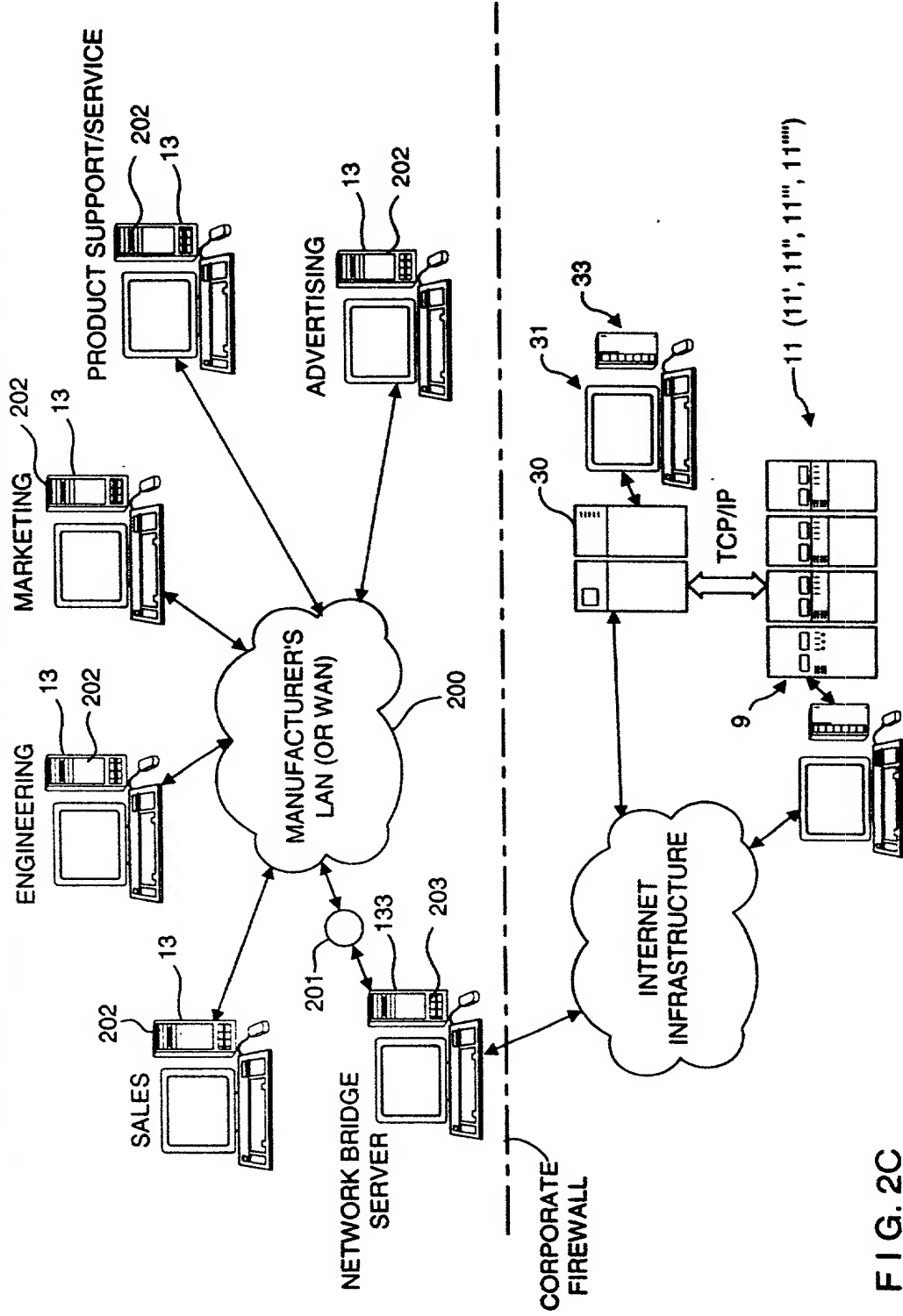


FIG. 2C

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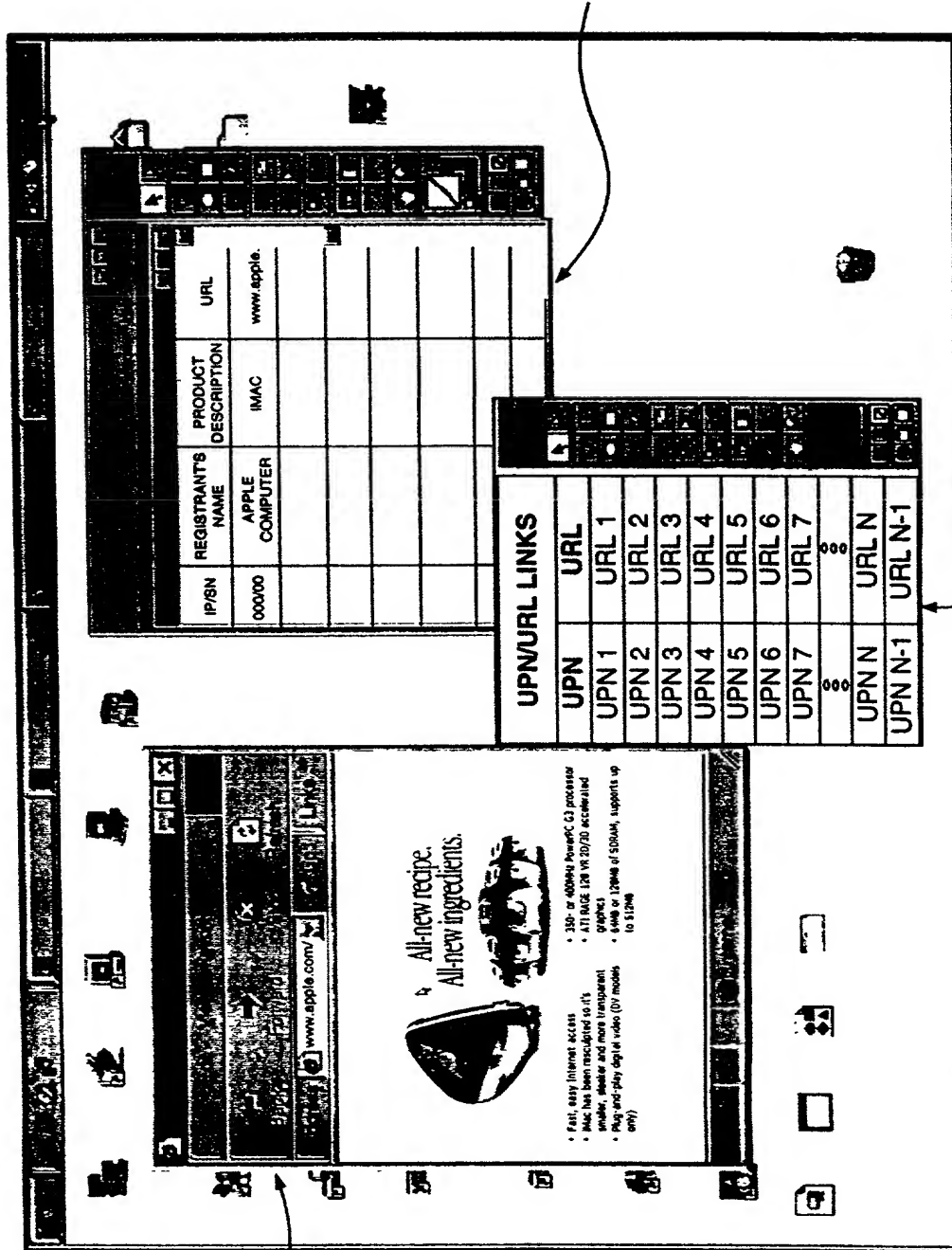


FIG. 2C1

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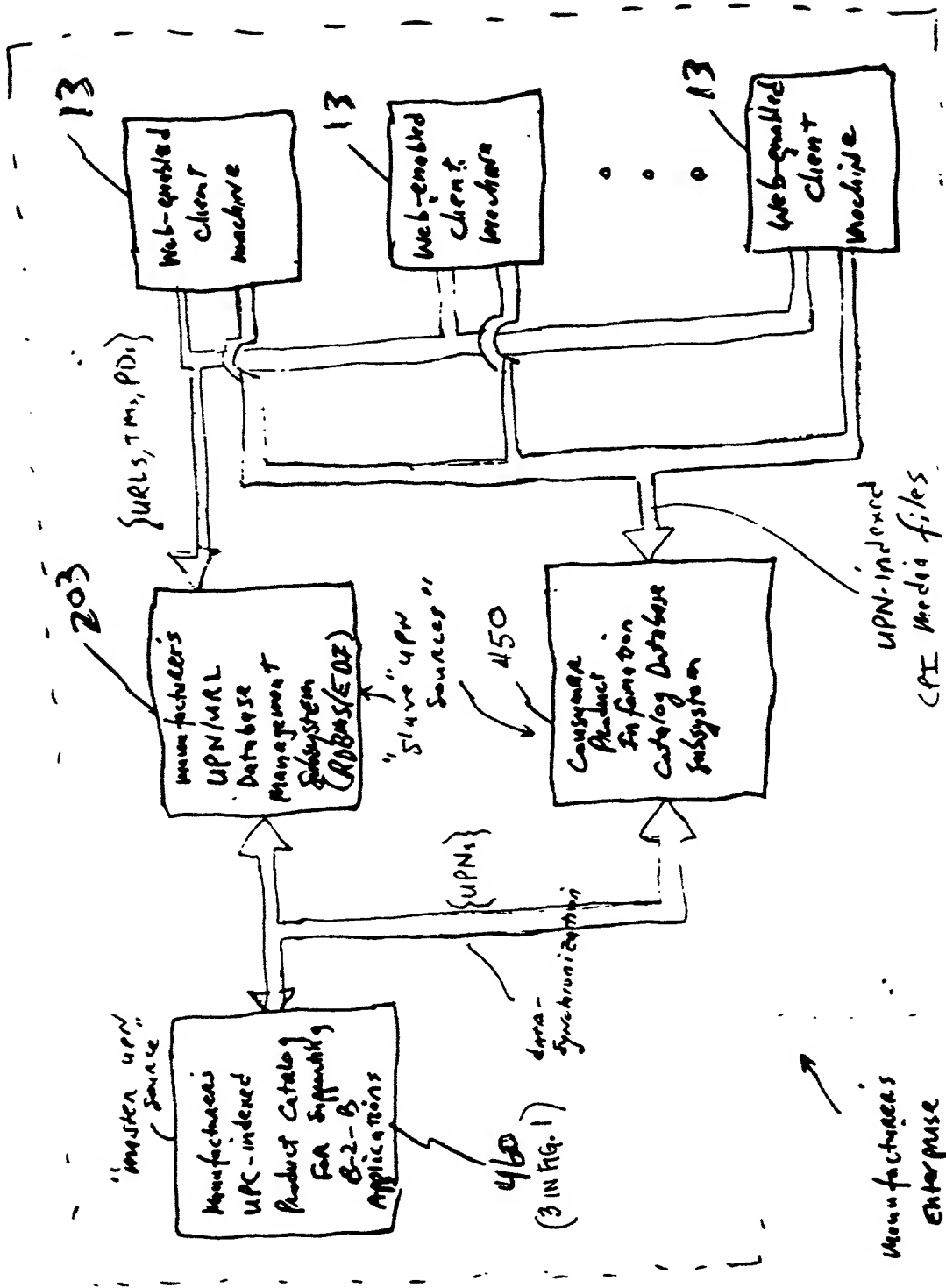


FIG. 2C2



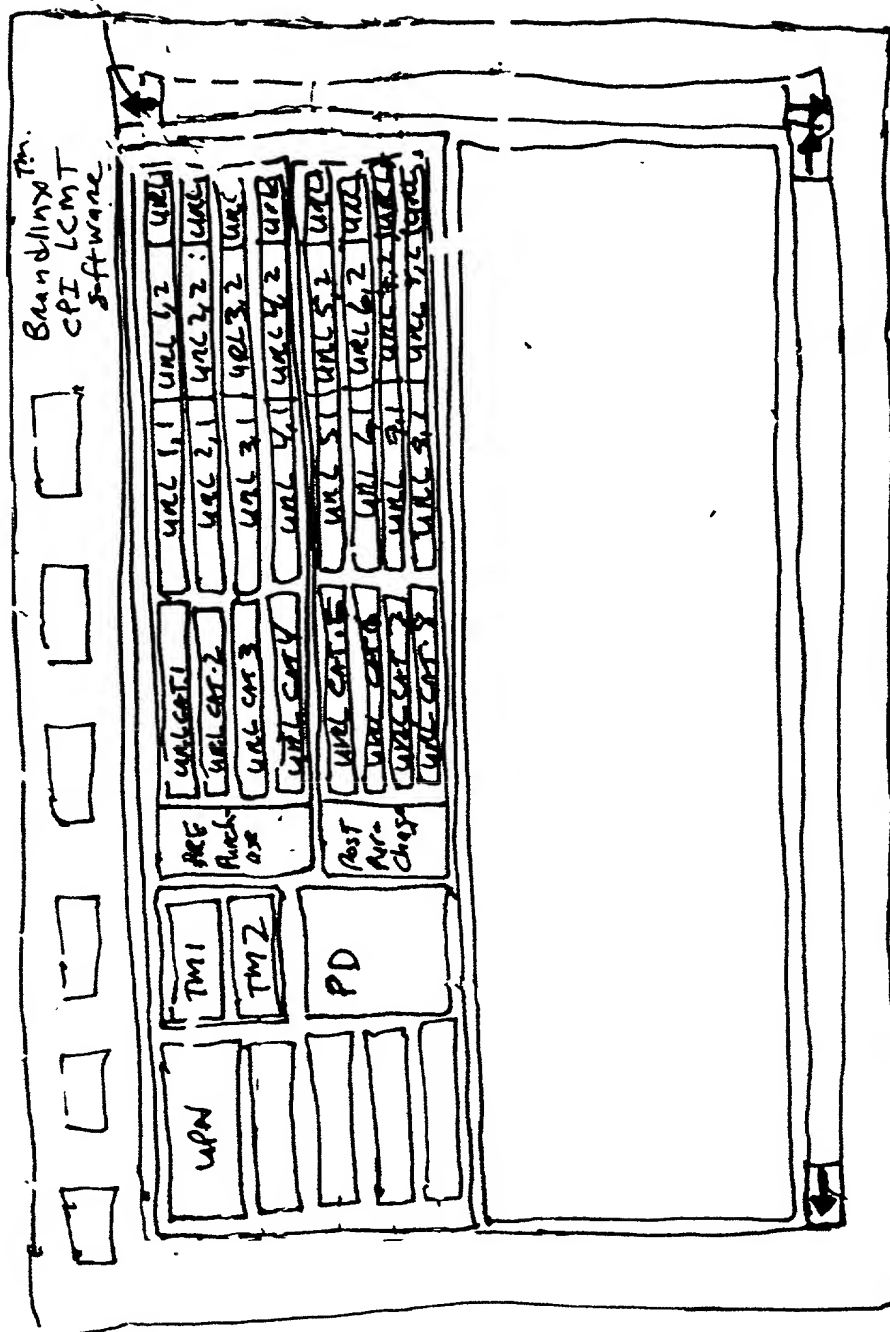


FIG. 203

# DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

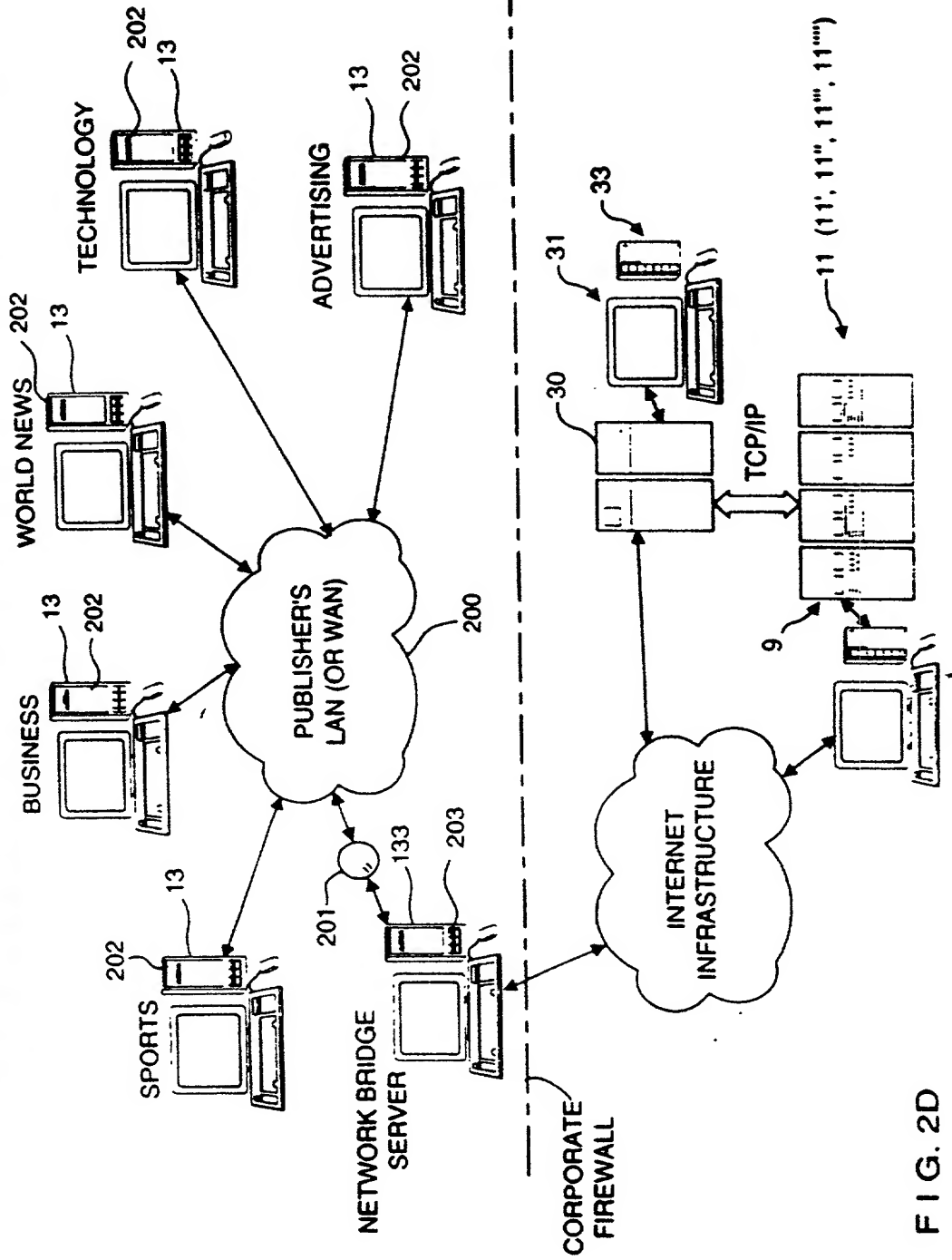


FIG. 2D

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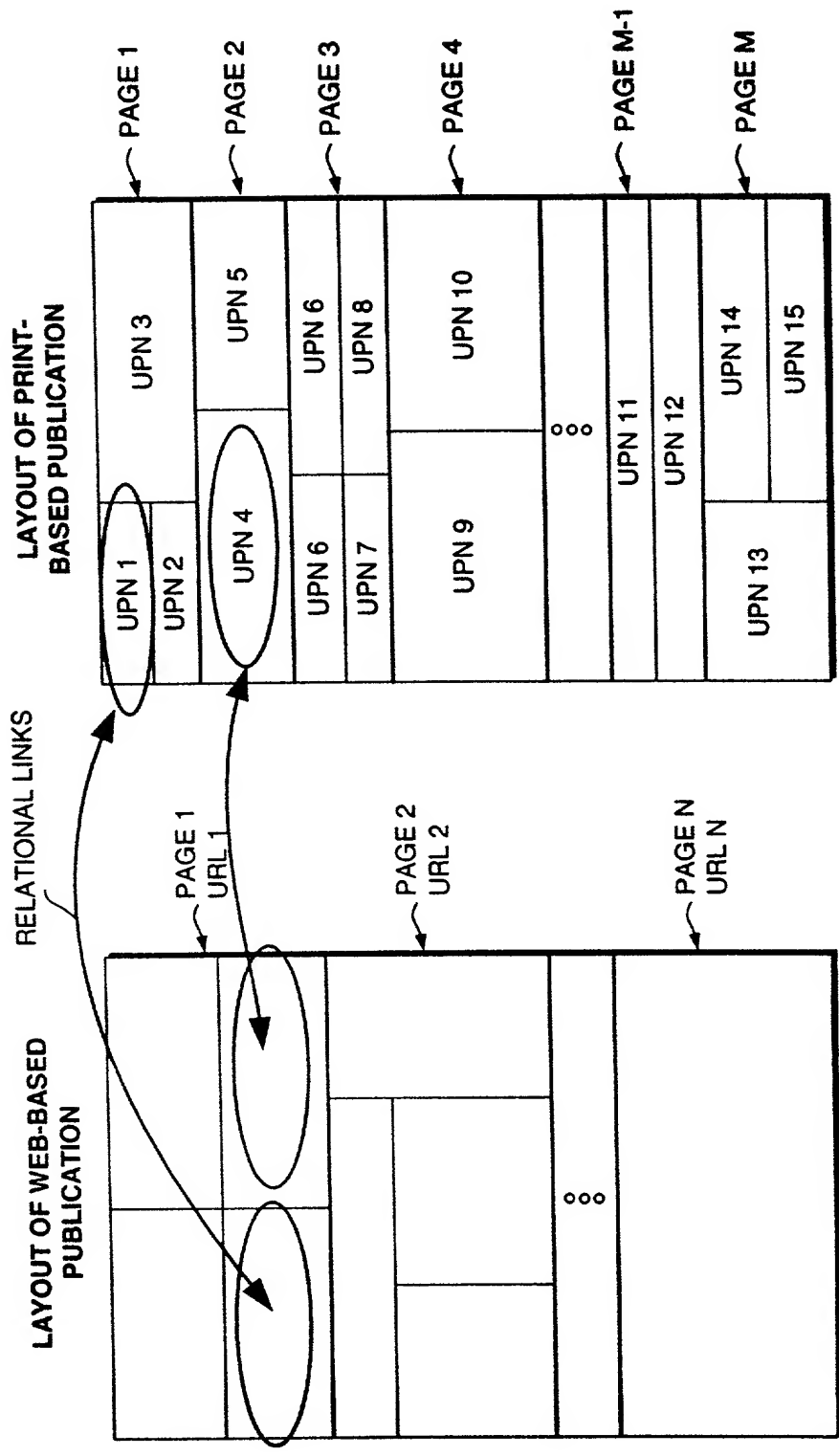


FIG. 2E1

FIG. 2E2

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UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
○ ○ ○	○ ○ ○
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

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# COMPOSITION/EDITORIAL MODE

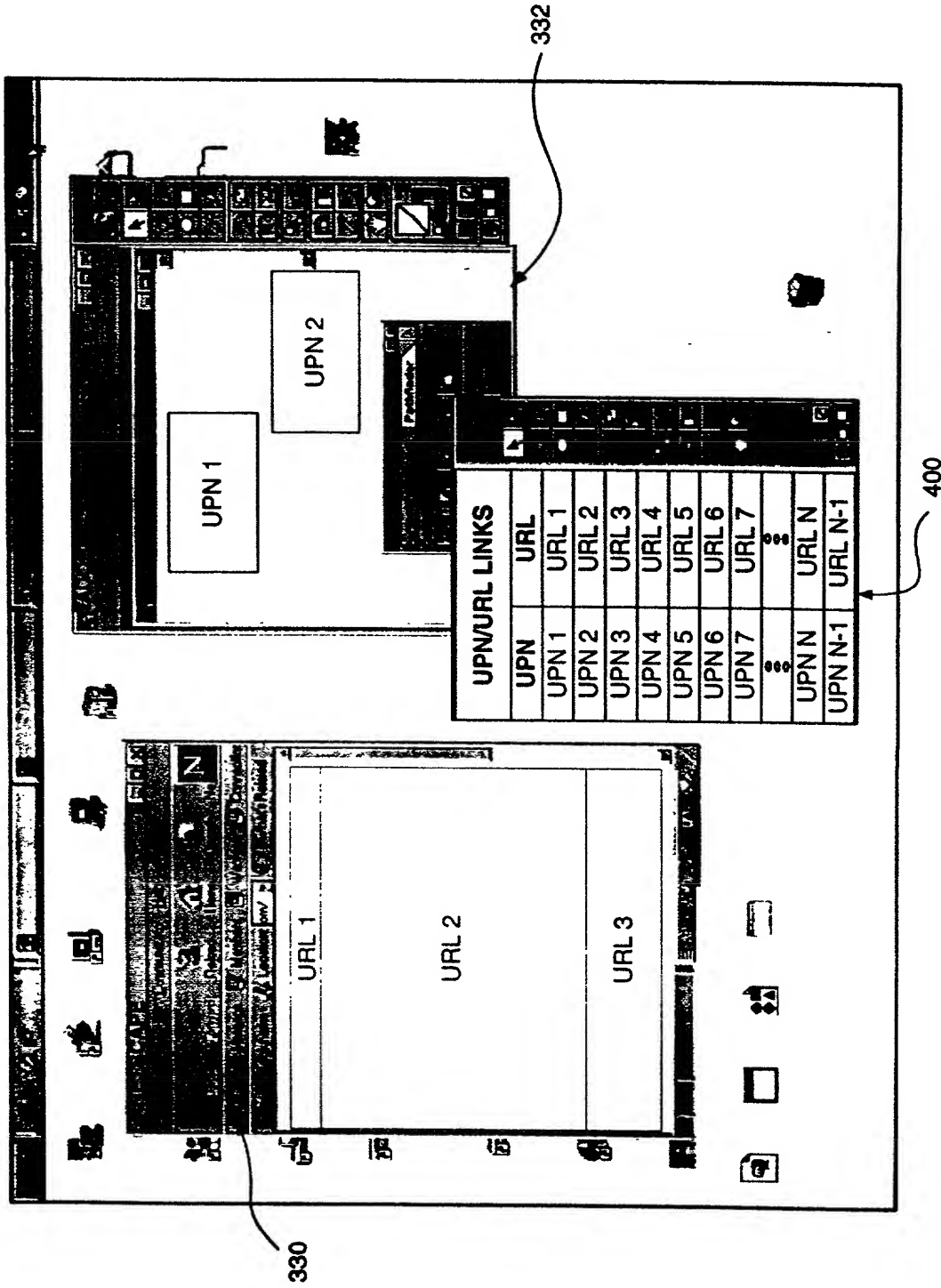


FIG. 2E4

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# UPN/URL DATA LINKING MODE

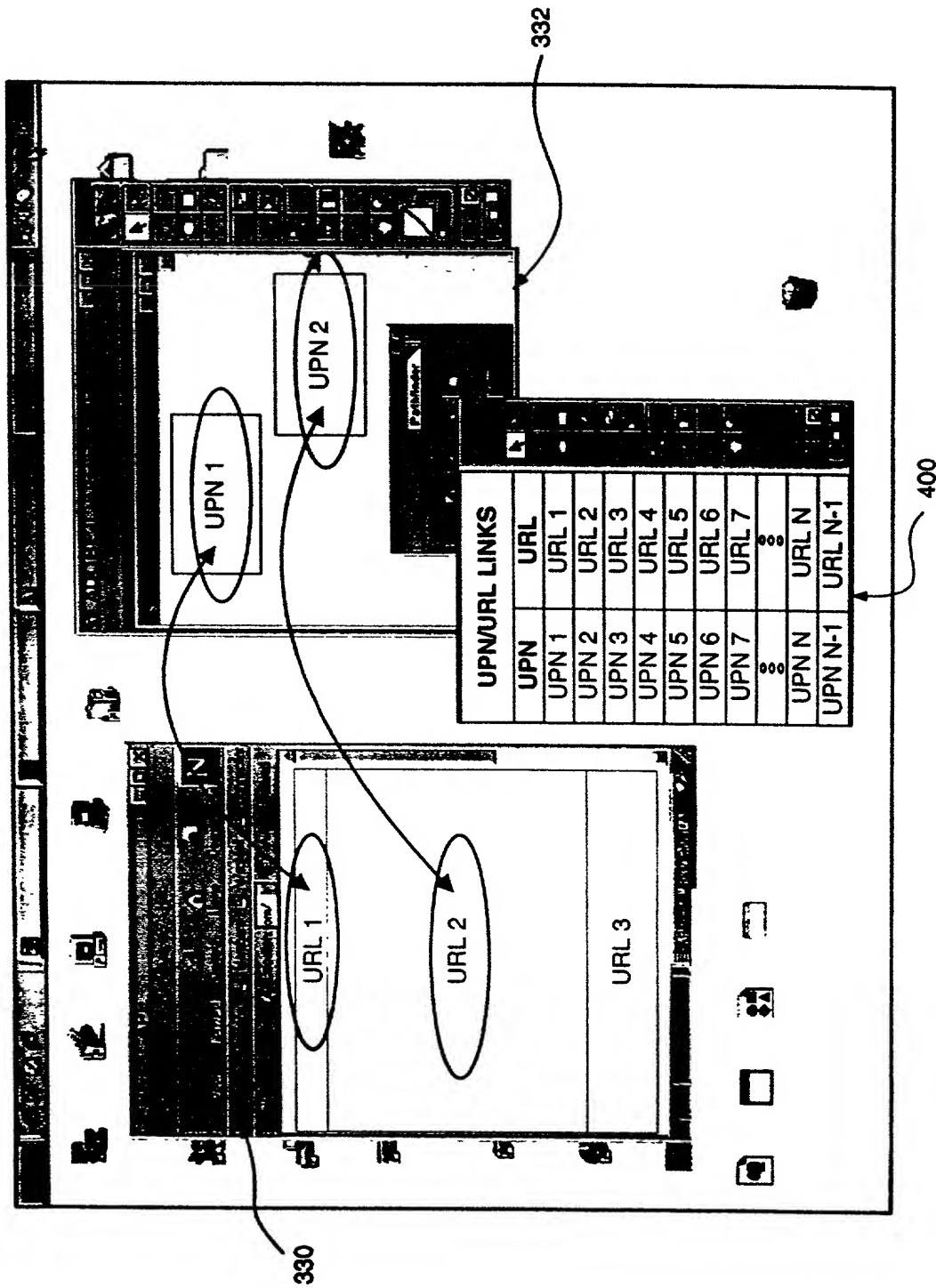


FIG. 2E5

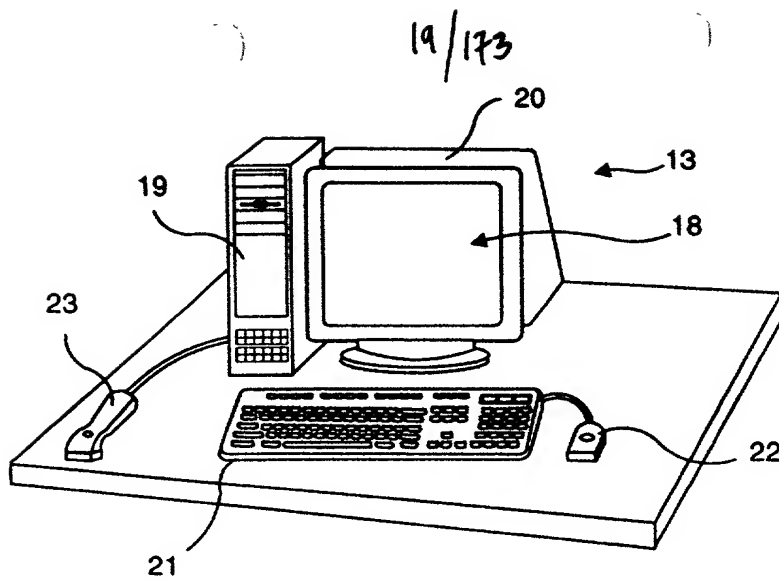


FIG. 3A1

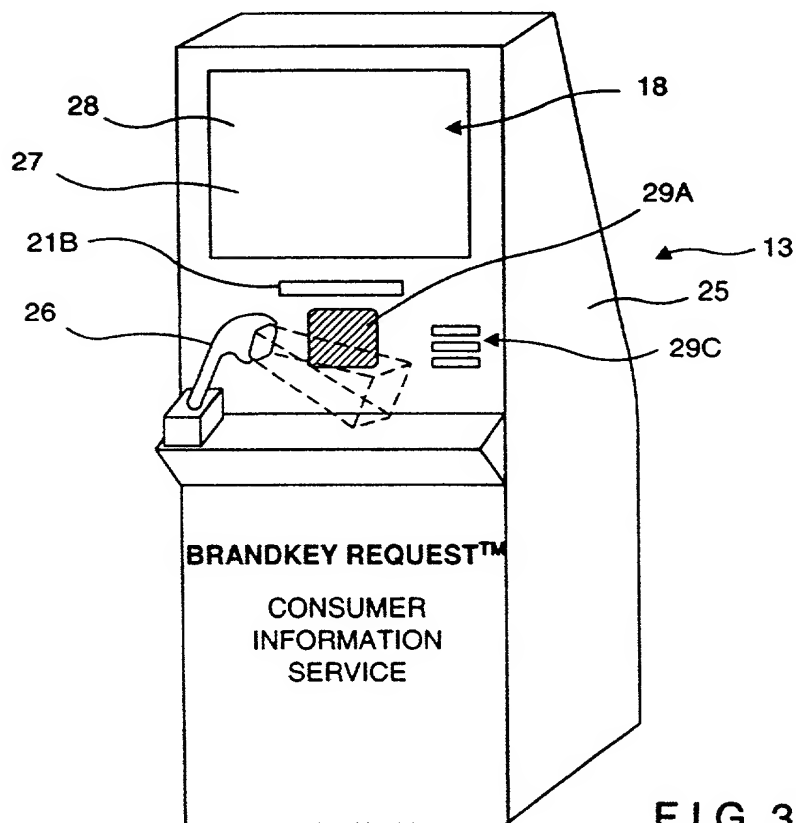
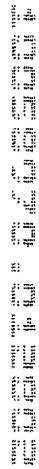


FIG. 3A2

[illegible][illegible]



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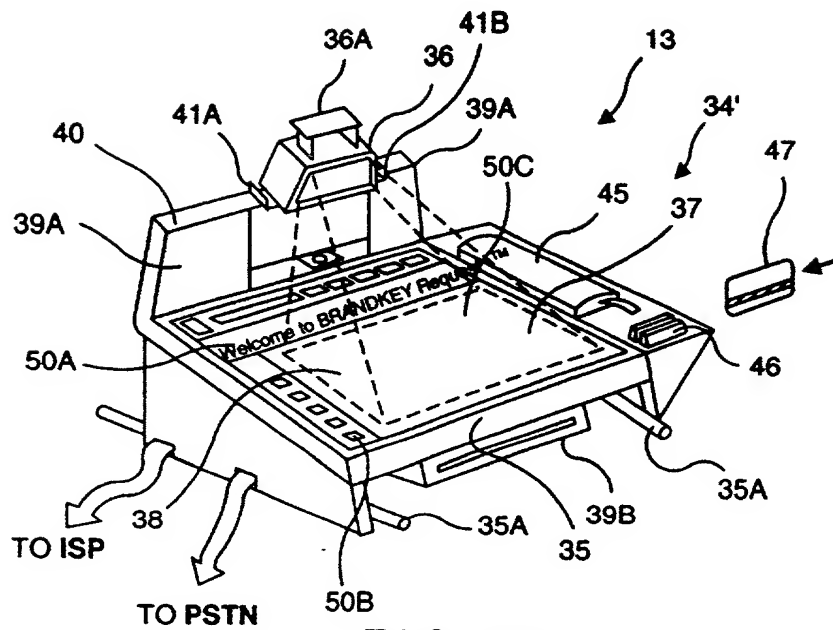


FIG. 3A4

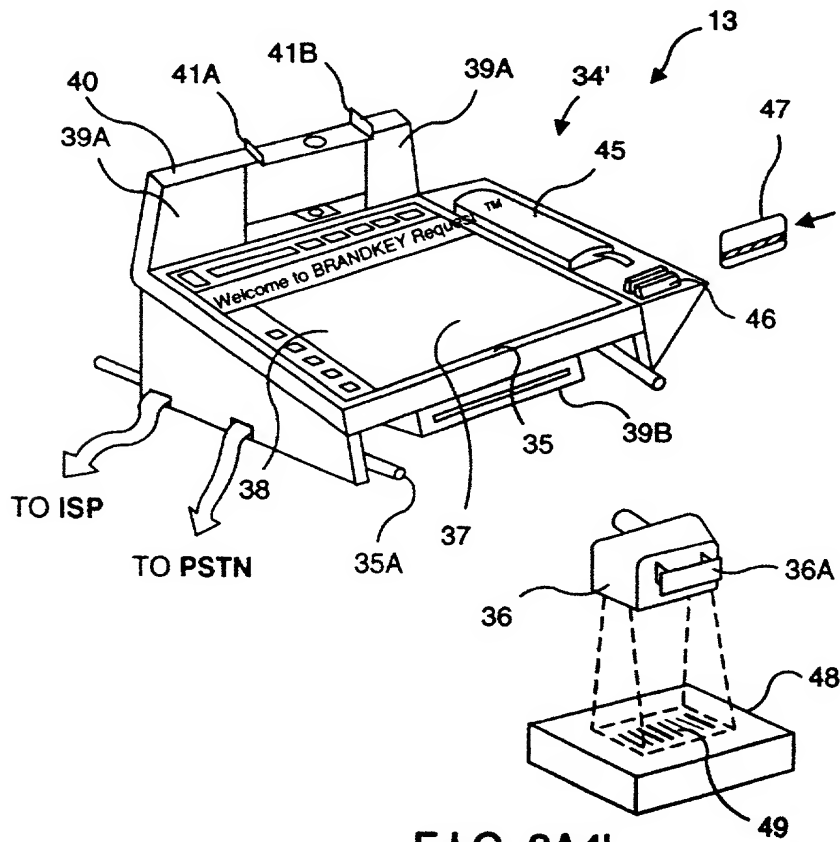


FIG. 3A4'

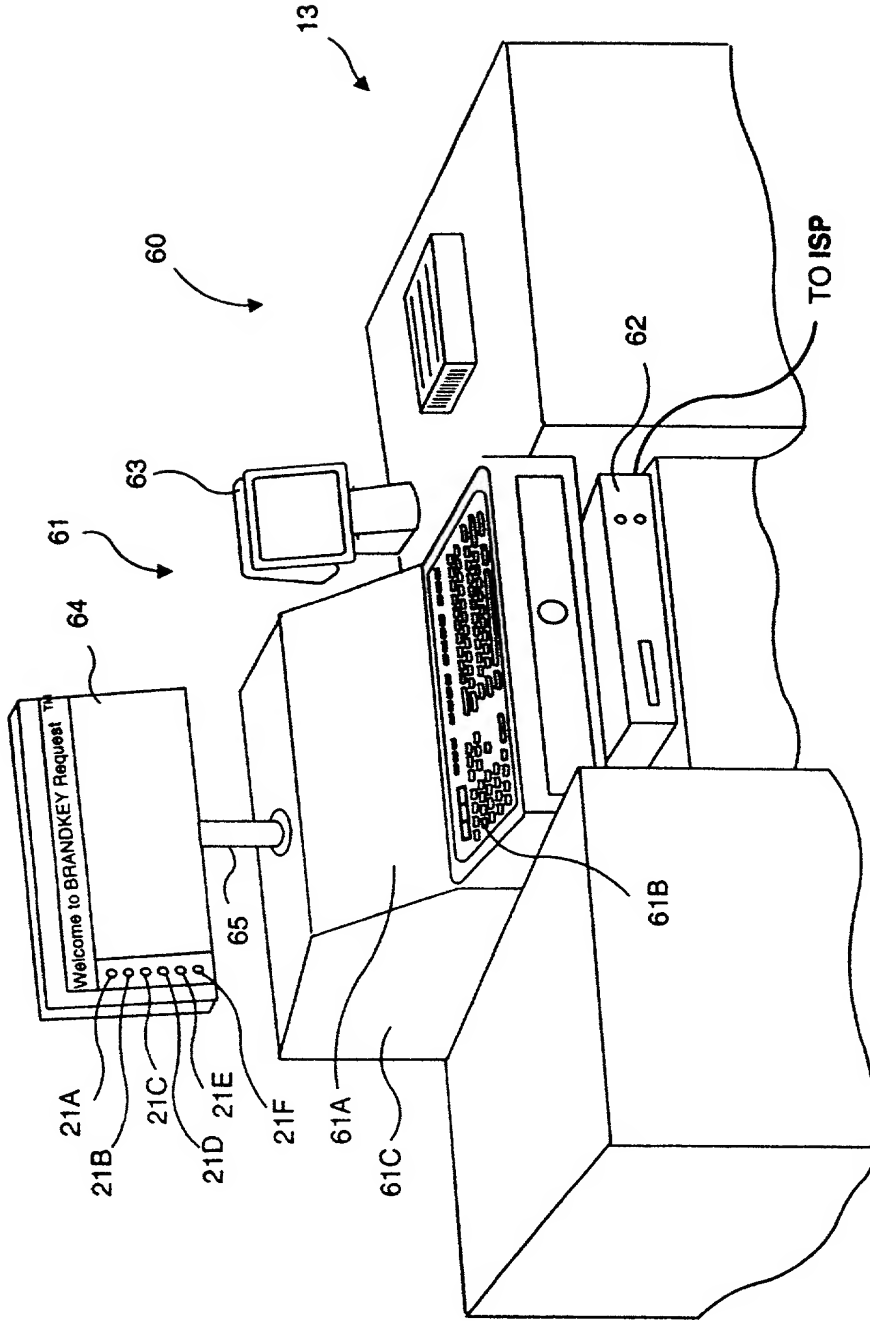


FIG. 3A5

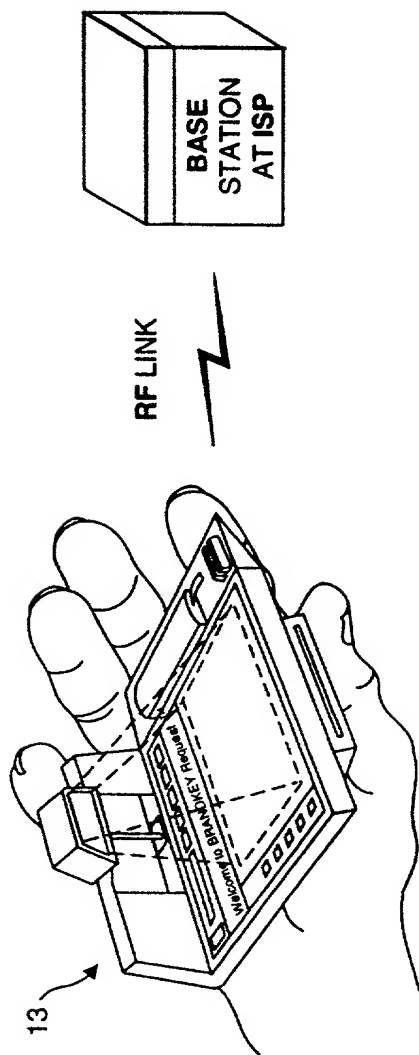


FIG. 3A6

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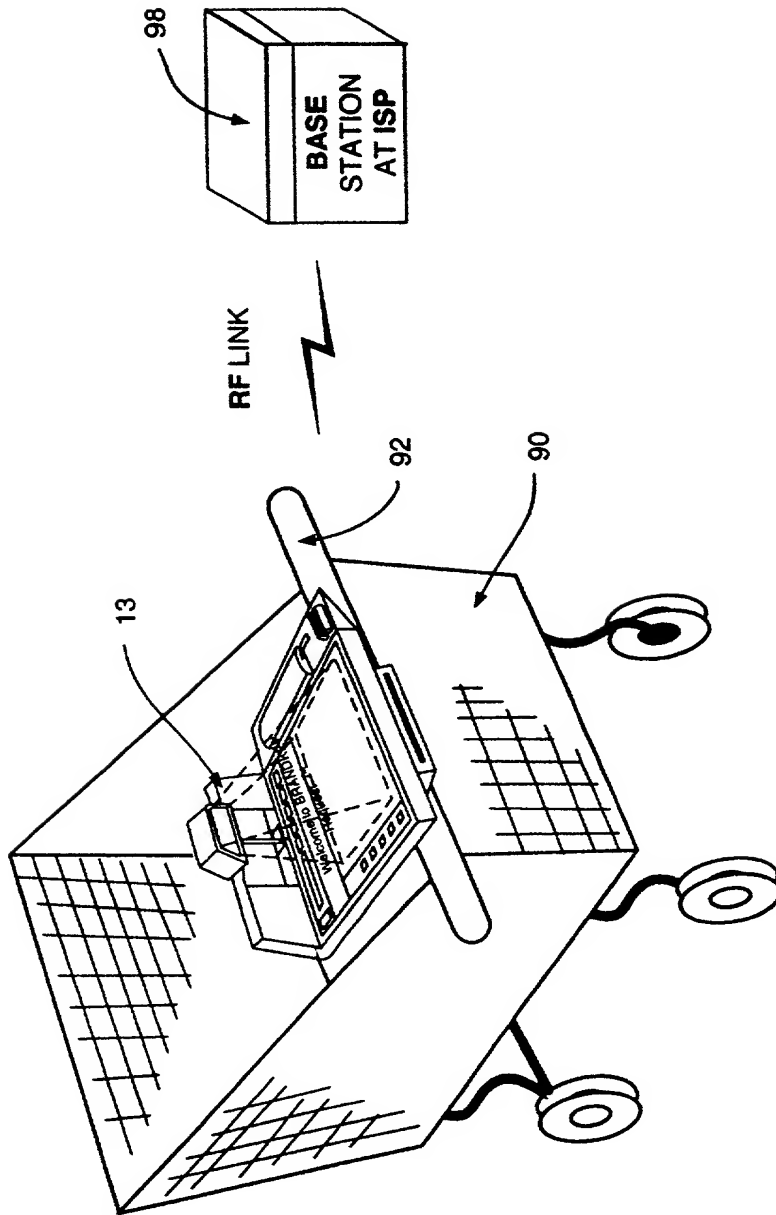
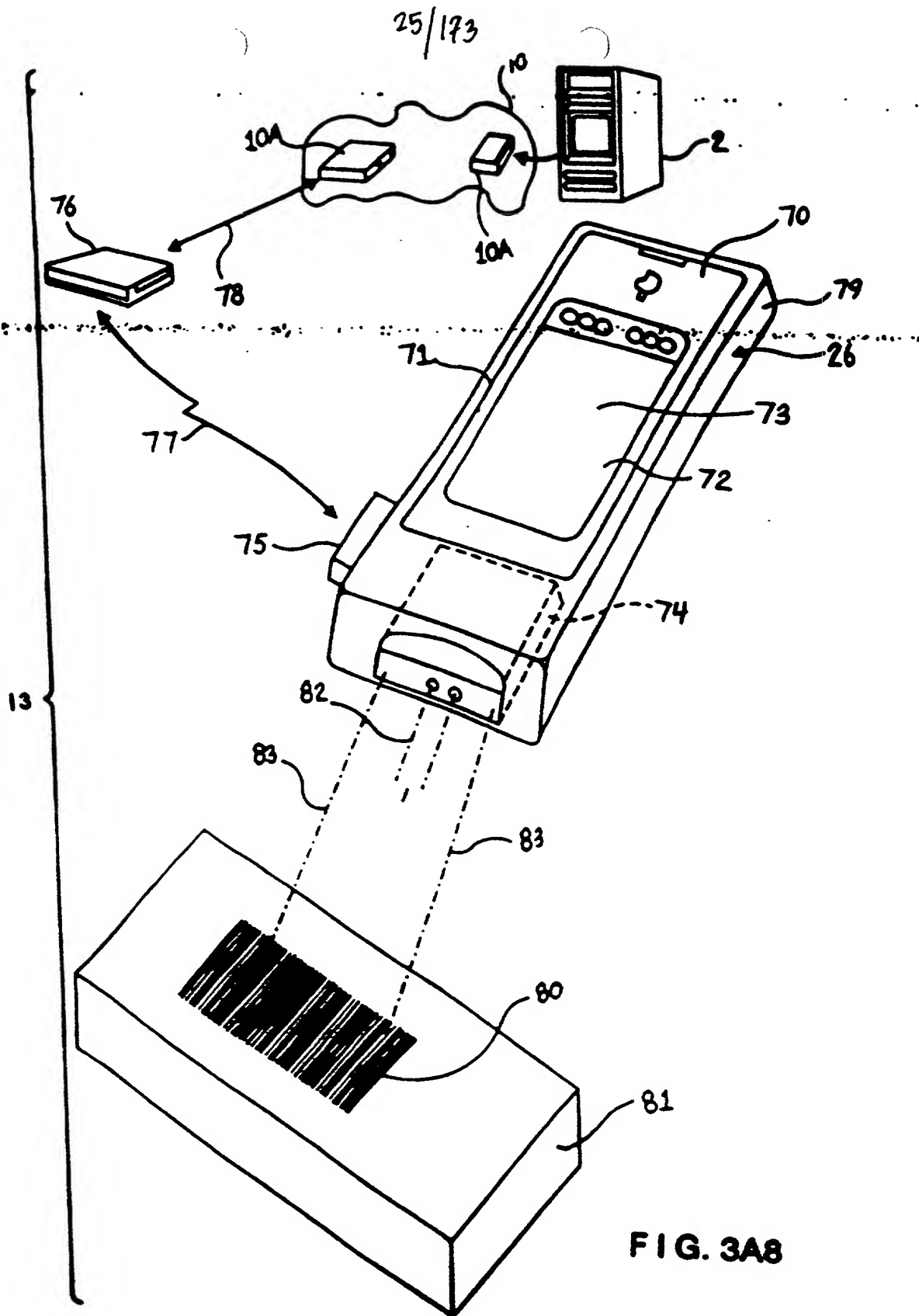
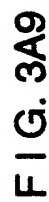


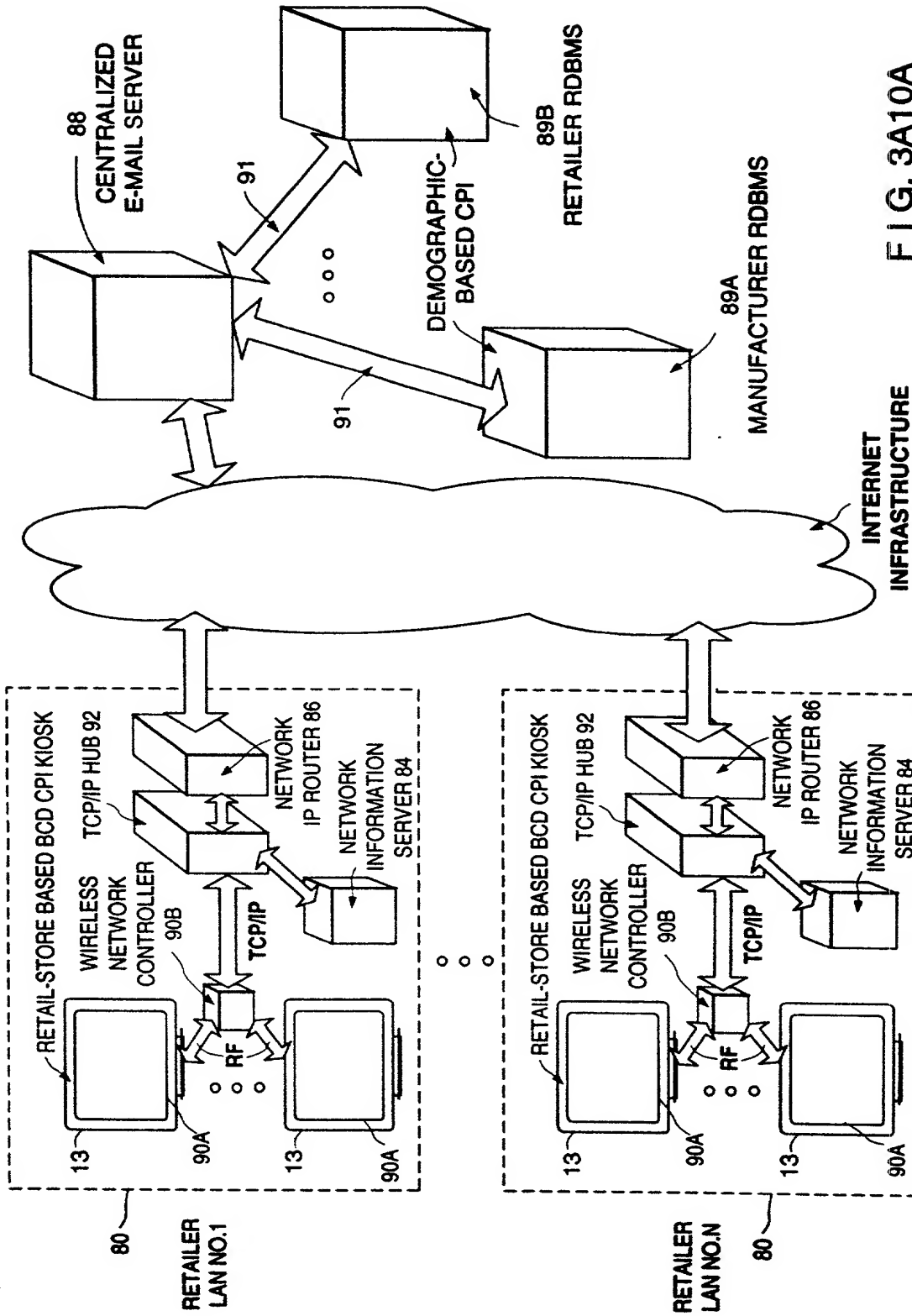
FIG. 3A7

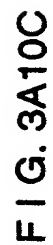
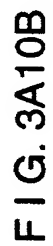
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[illegible]

FIG. 3A11

[illegible]

**FIG. 3A12**

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(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

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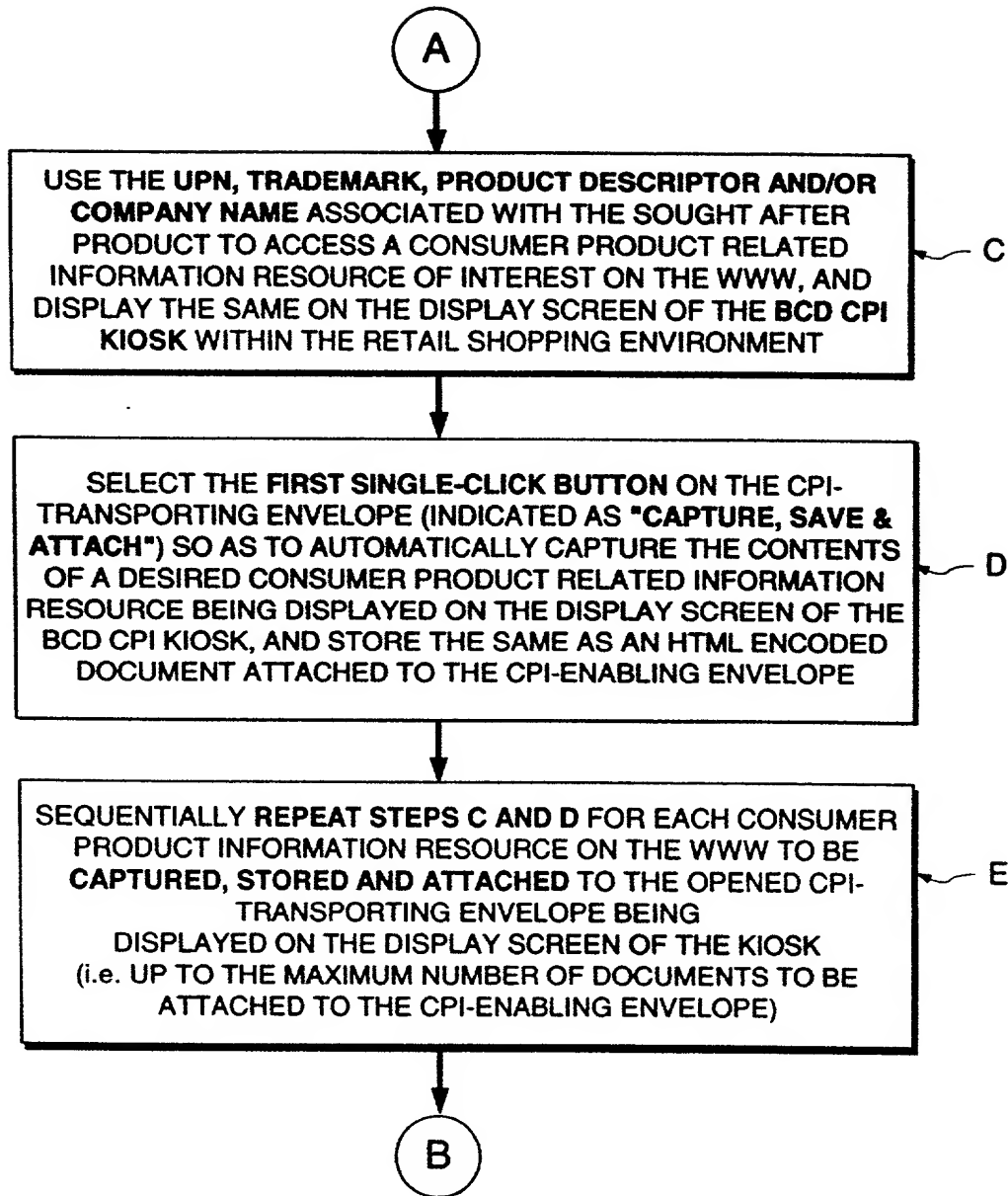
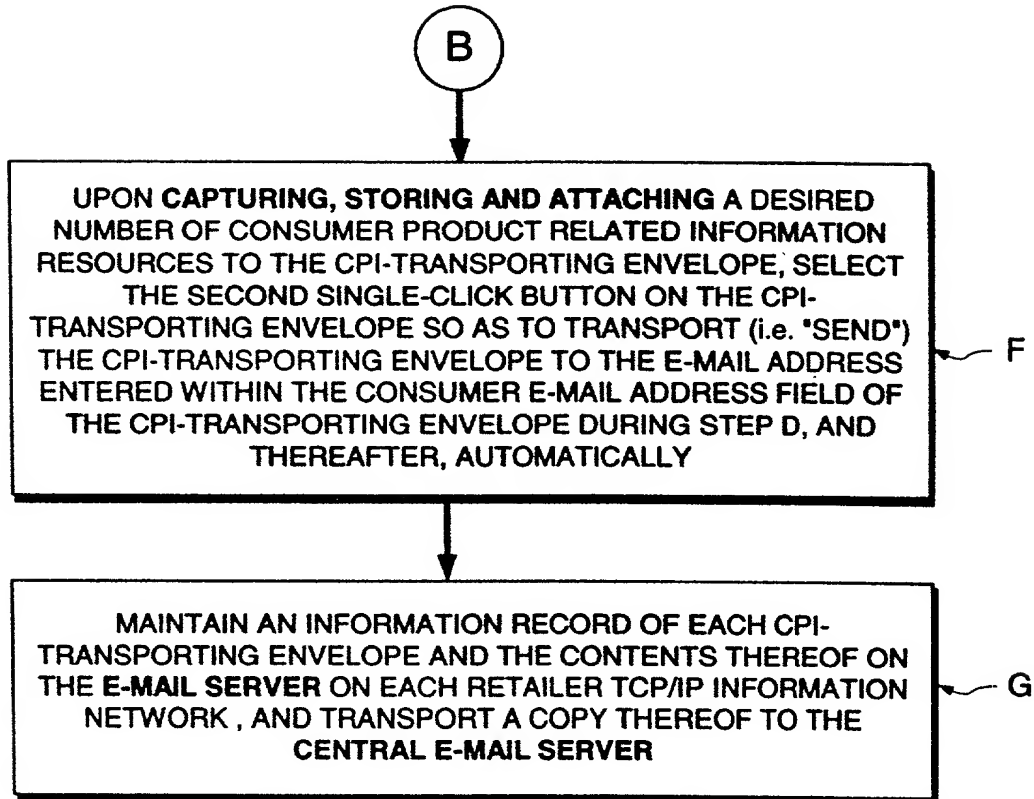


FIG. 3A13B

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**FIG. 3A13C**

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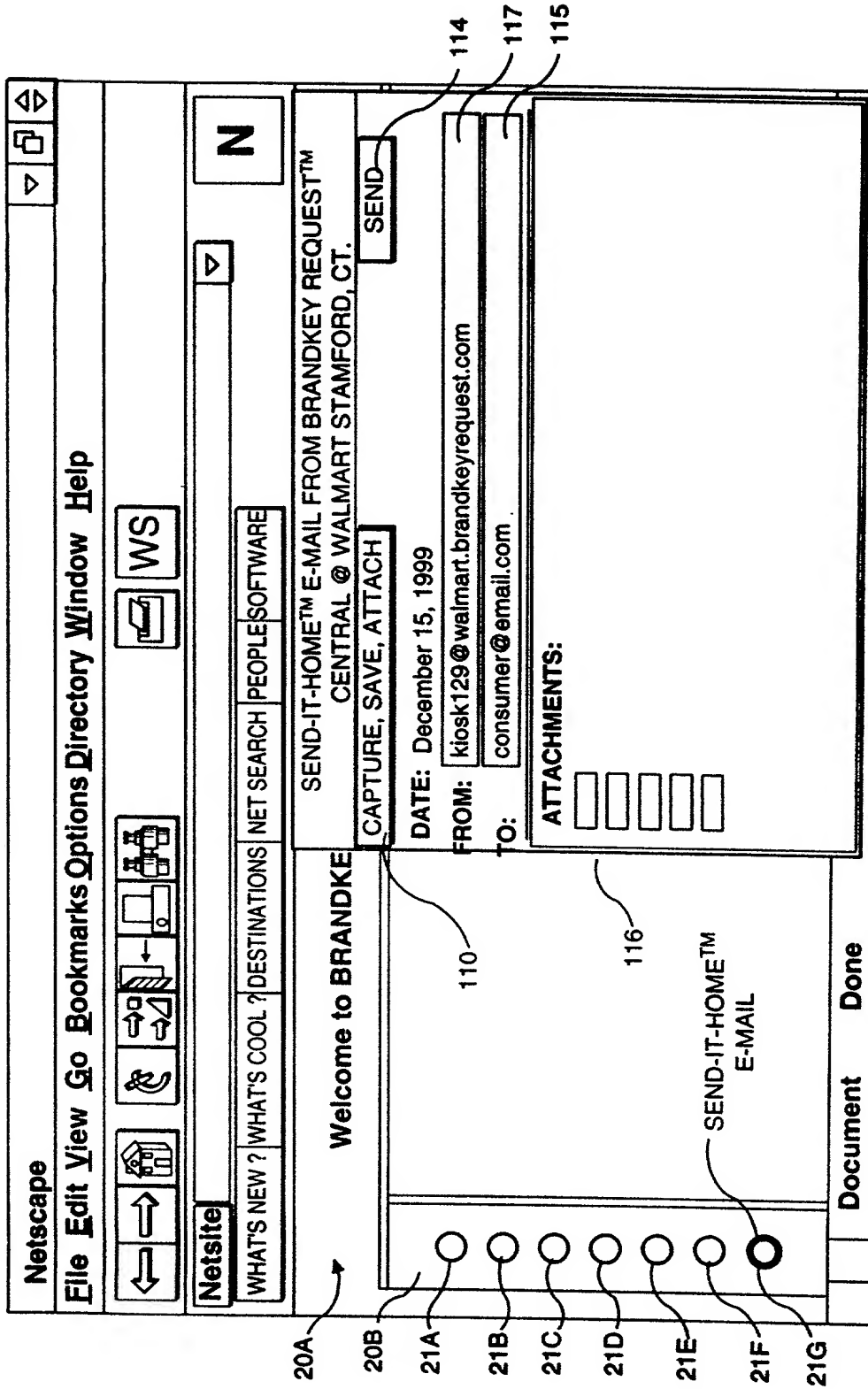


FIG. 3A14

**(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH**

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK**
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER**
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER**
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION**

A

**ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)**

B

A

FIG. 3A15A

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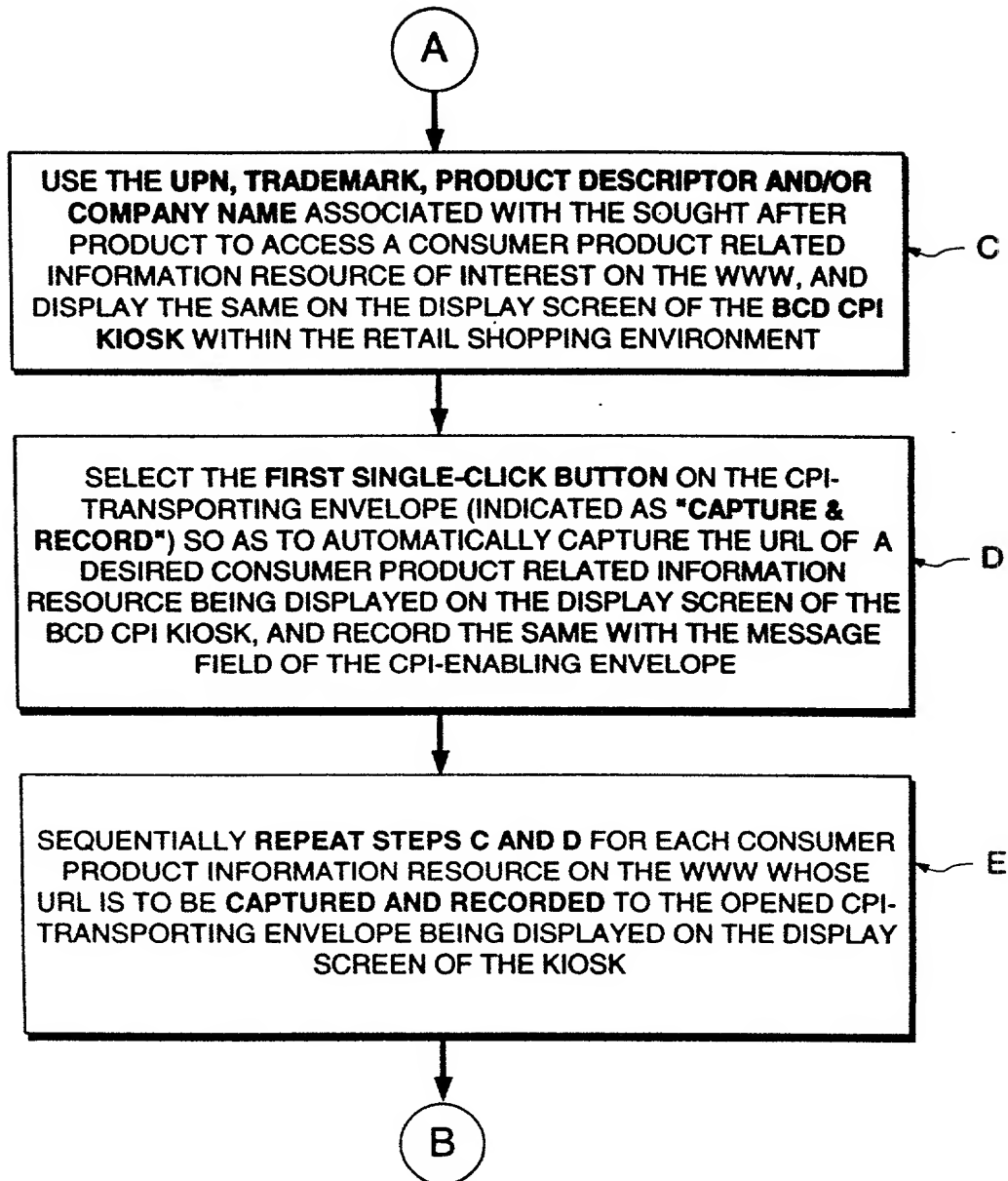


FIG. 3A15B



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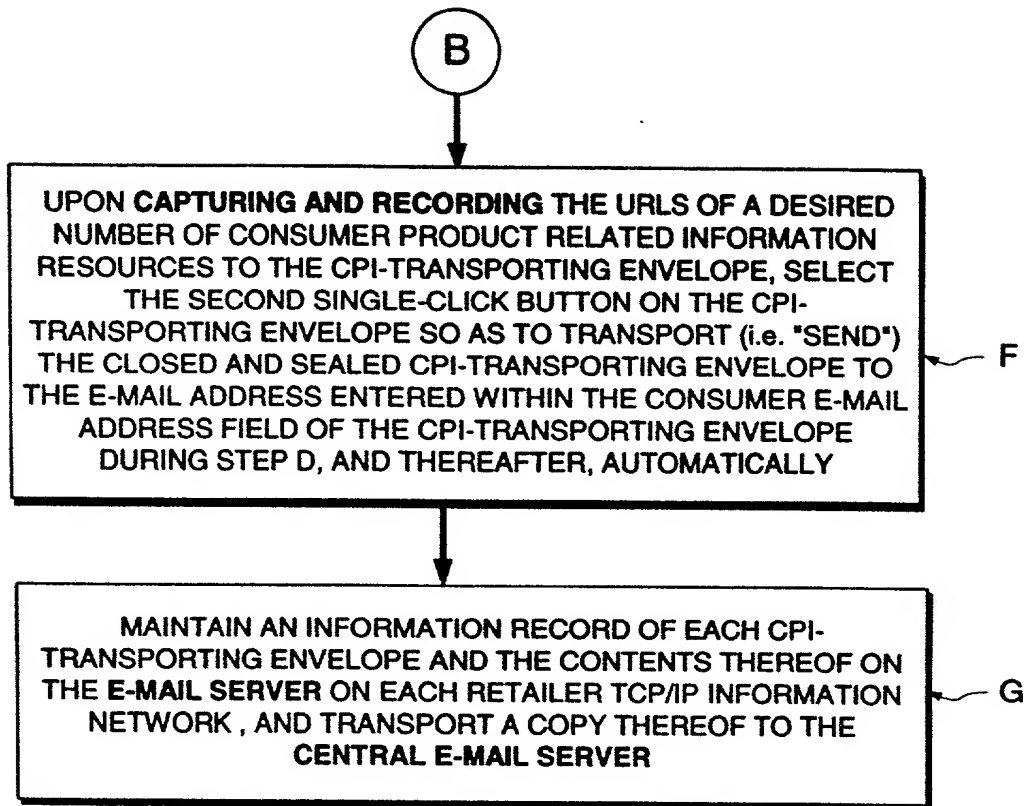


FIG. 3A15C

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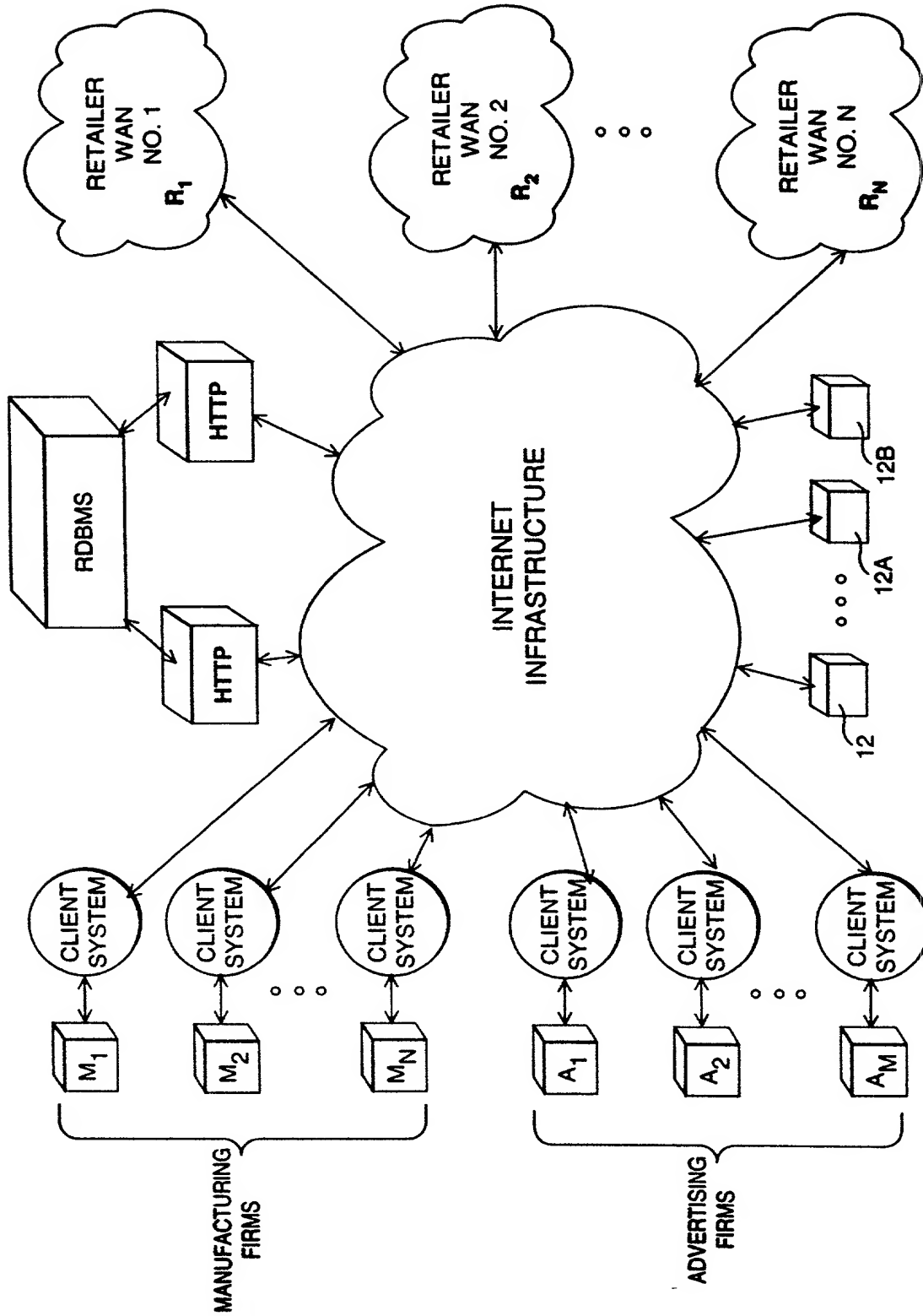
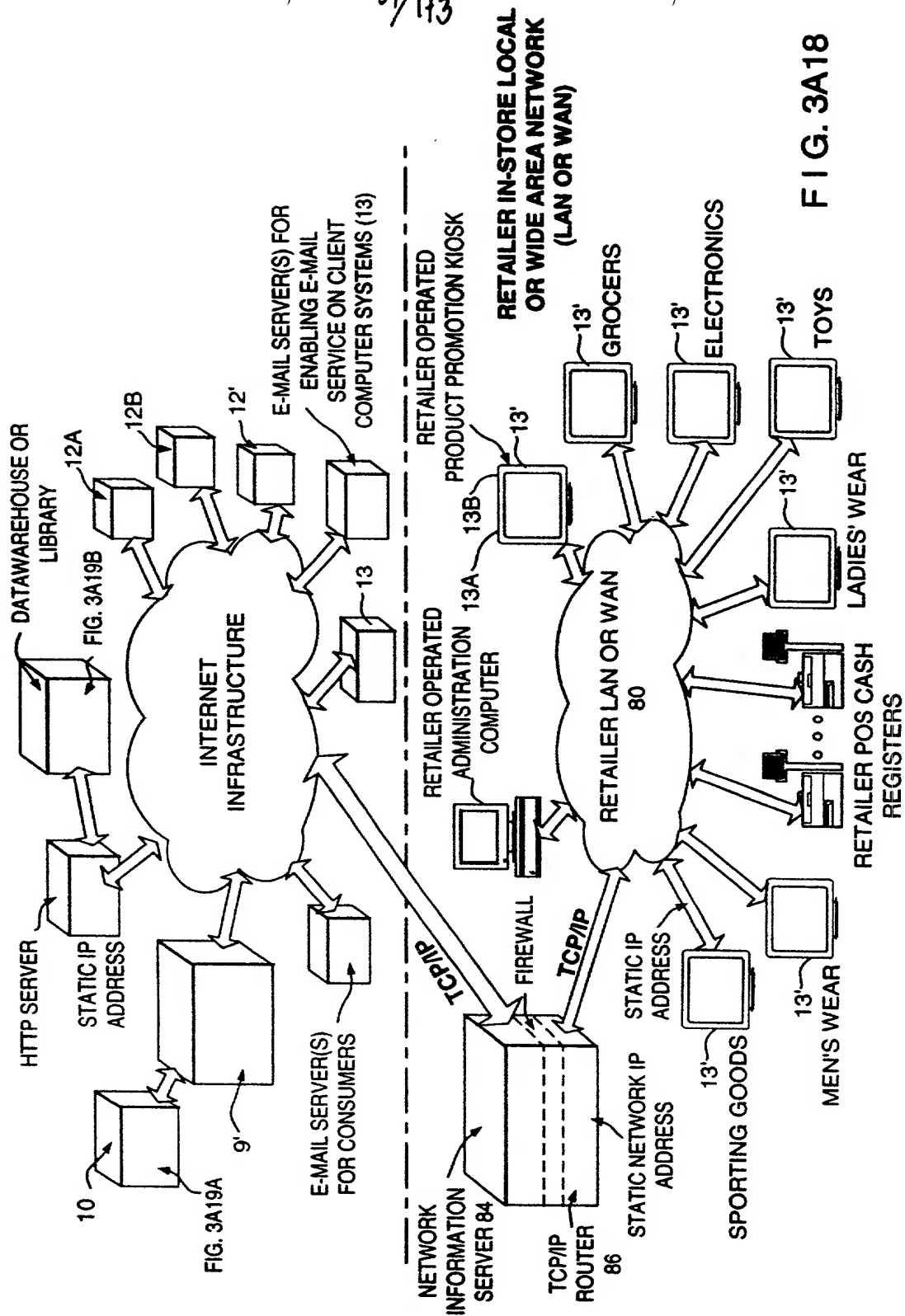


FIG. 3A17

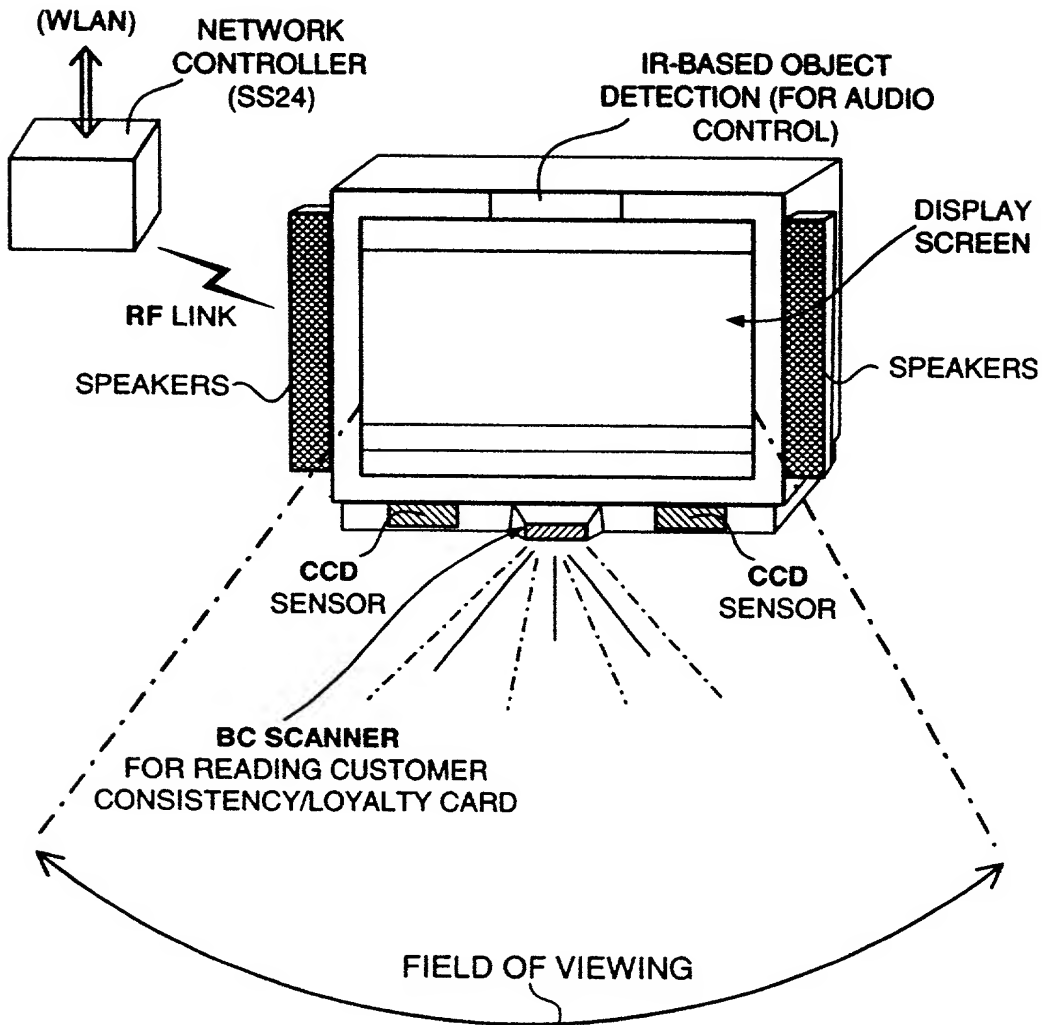


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UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A

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**FEATURES:**

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

**FIG. 3A19C**

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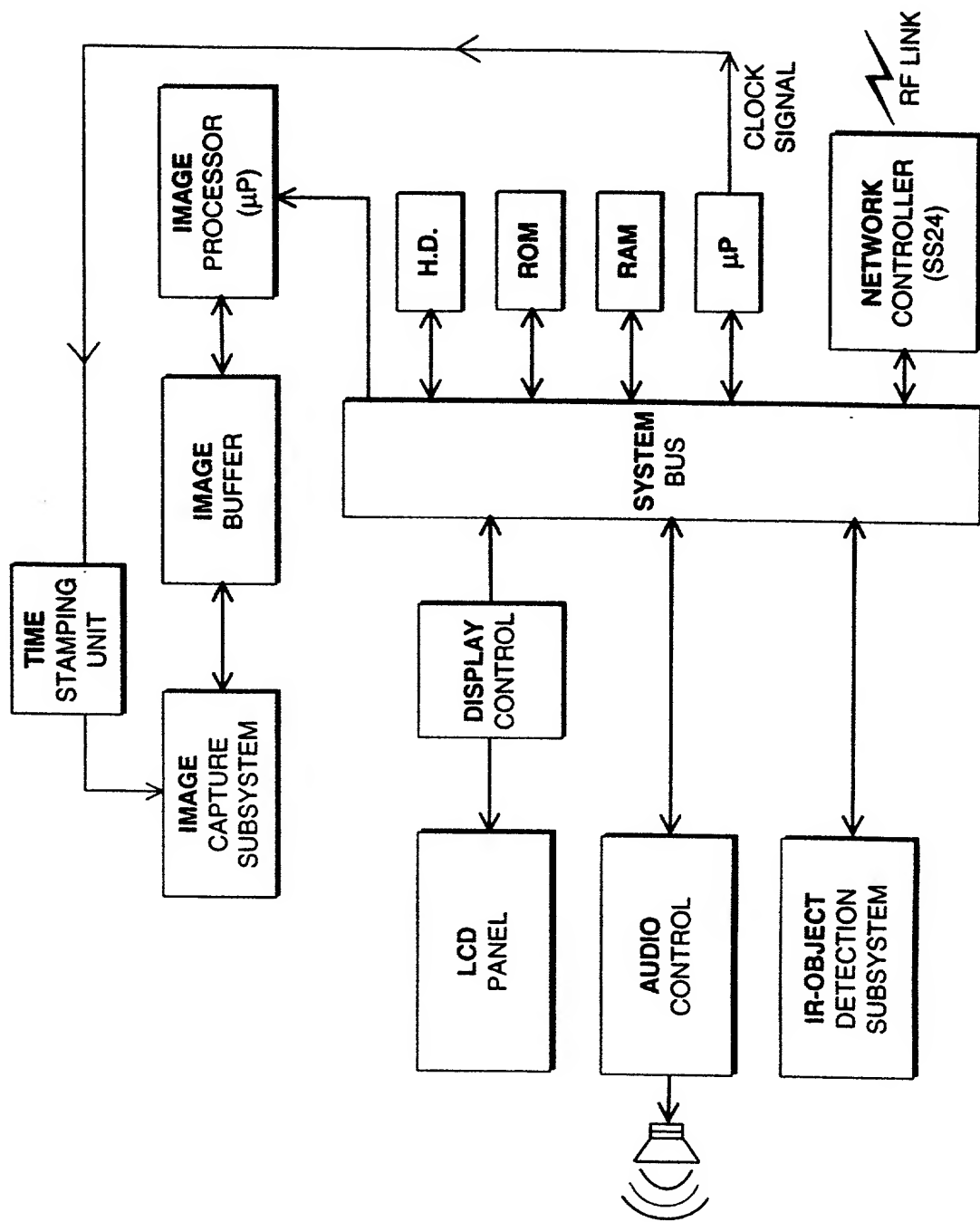


FIG. 3A19D

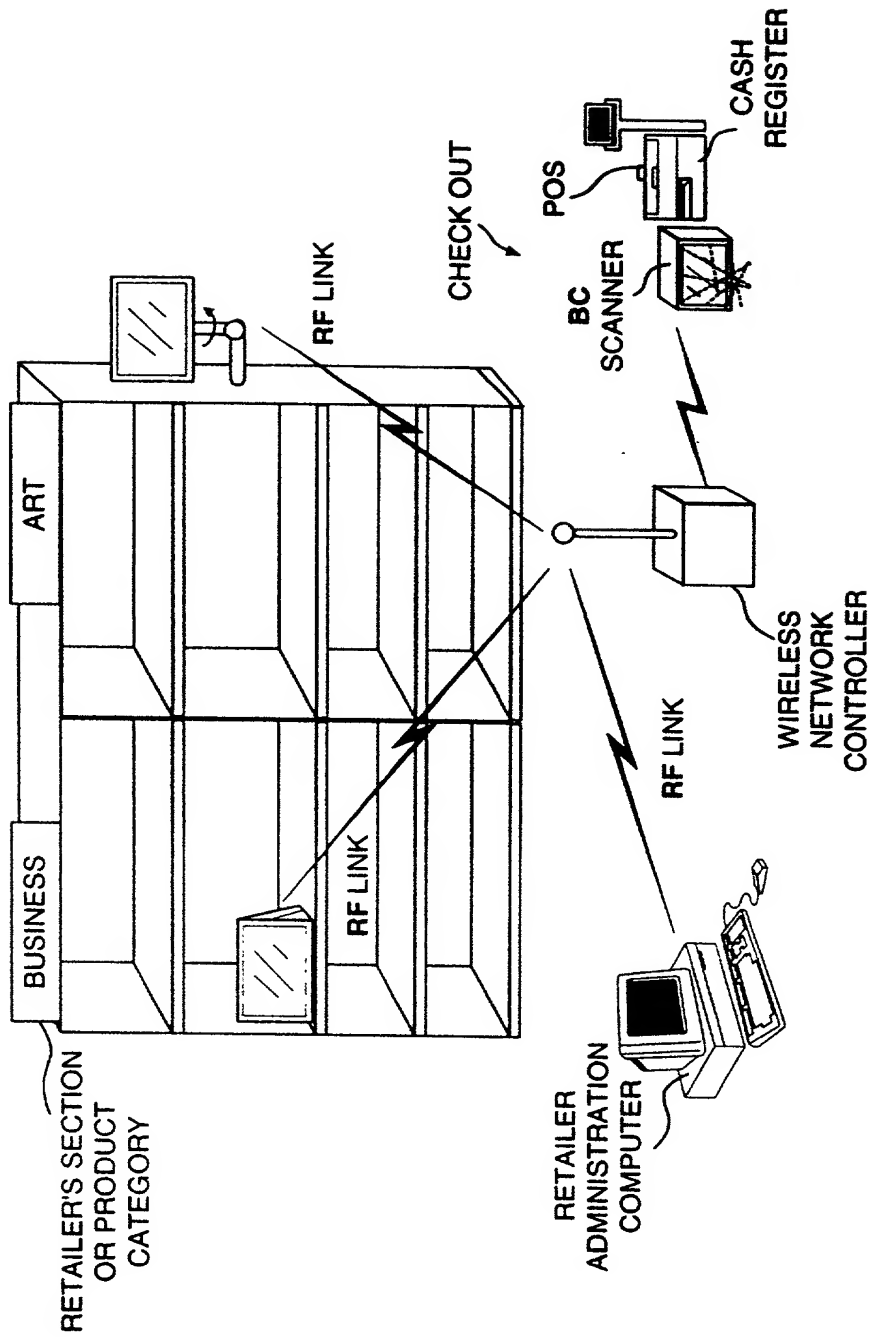


FIG. 3A20

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DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A



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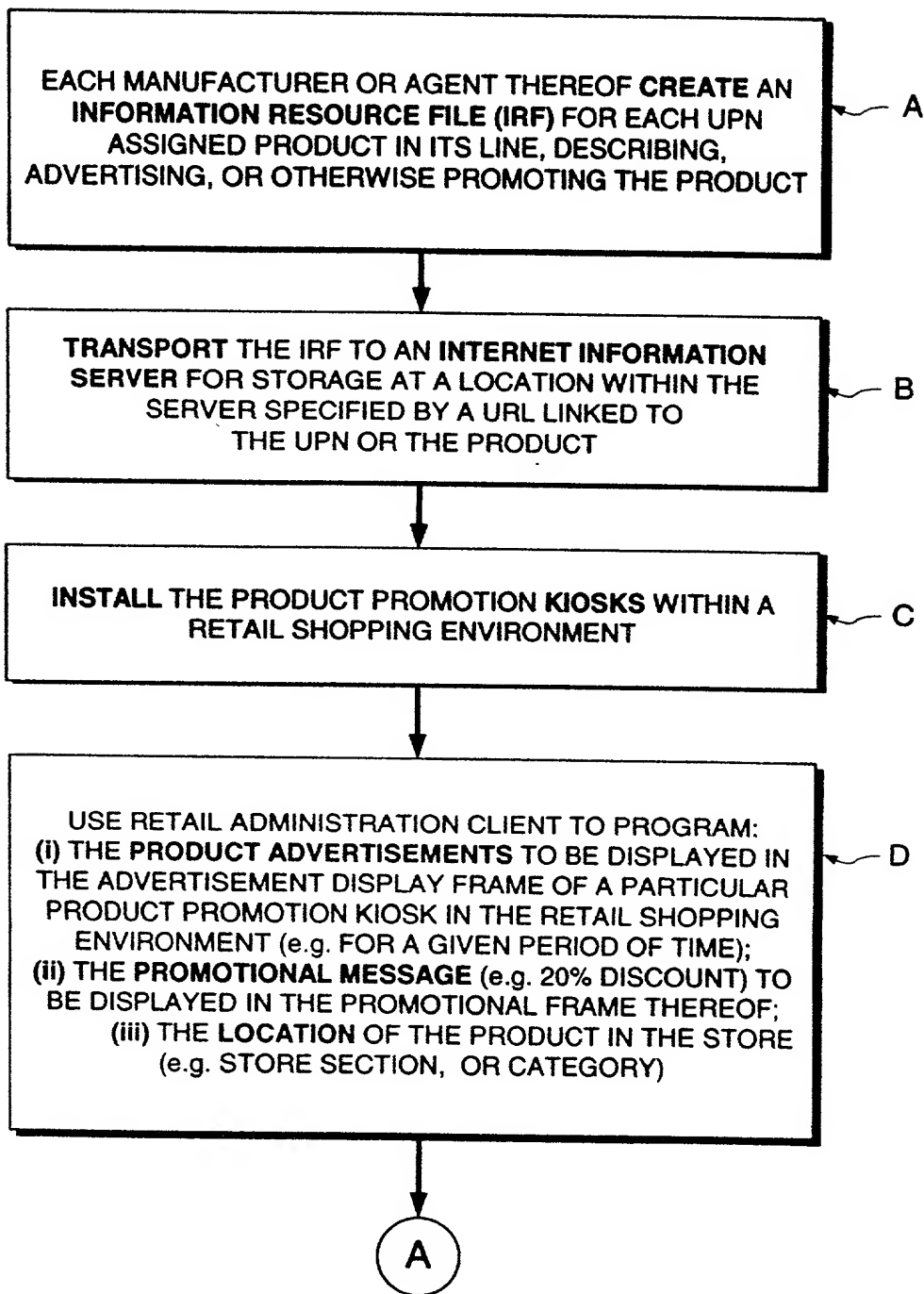


FIG. 3A22A

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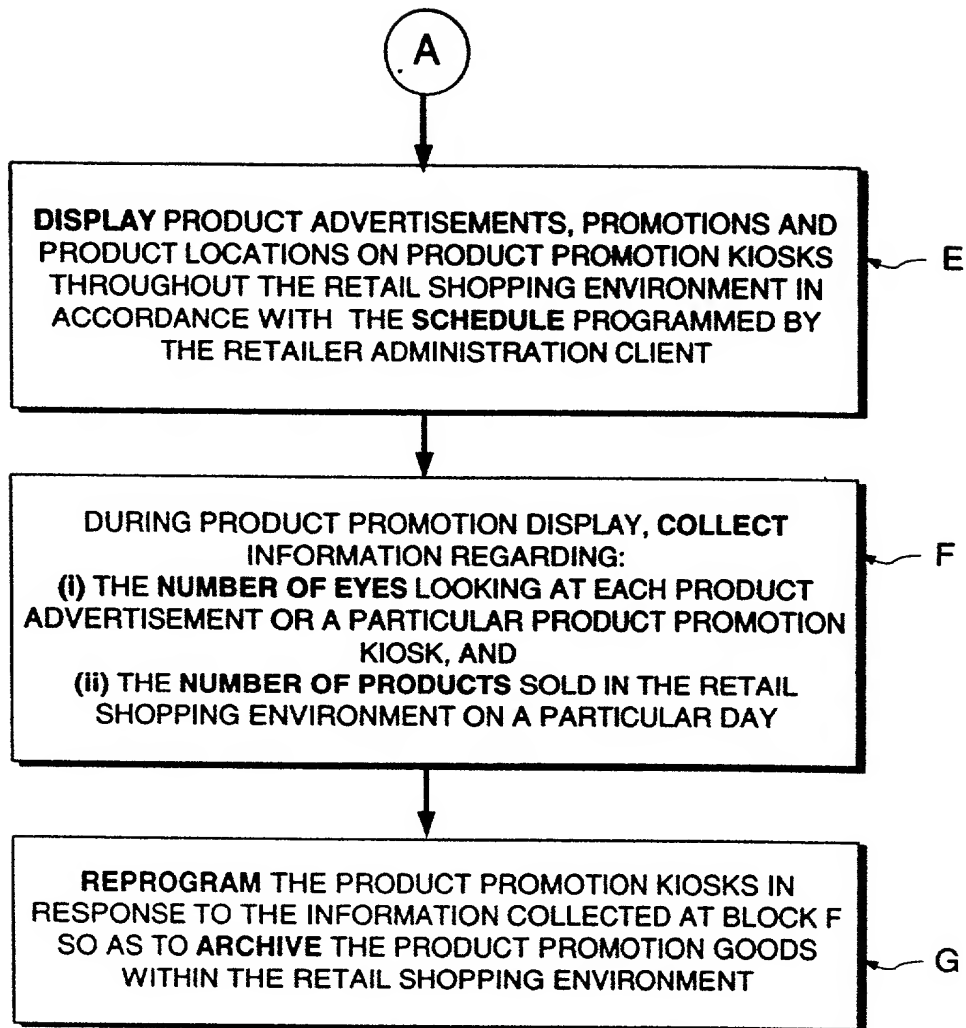


FIG. 3A22B

DATE:		RETAILER KIOSK NO.	STATIC IP ADDRESS	URL-DF1	URL-DF2	URL-DF3	URL-DF4
TIME (INTERVALS)							
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.

FIG. 3A23

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UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

FIG. 3A24

REPORT

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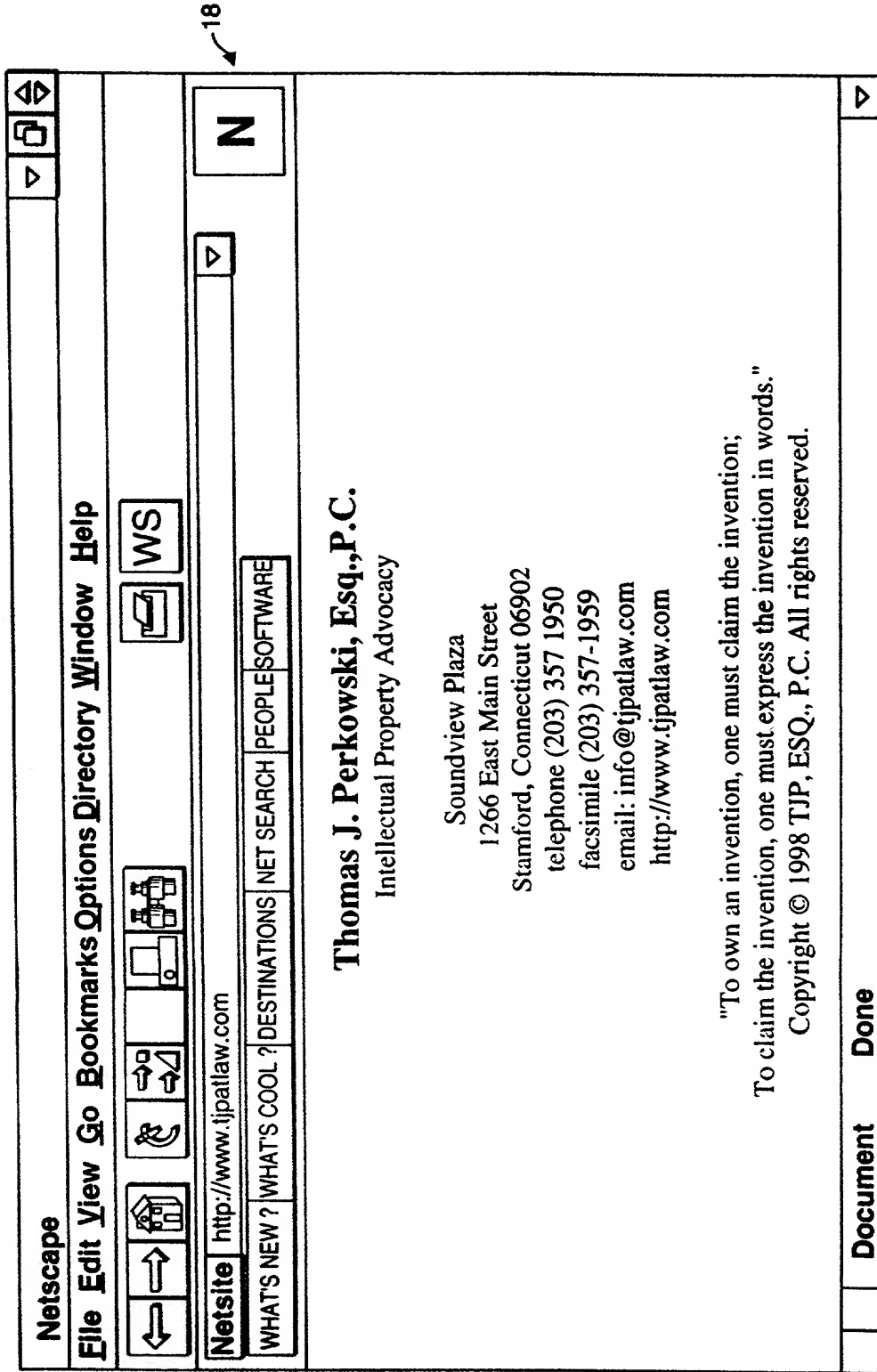


FIG. 3B

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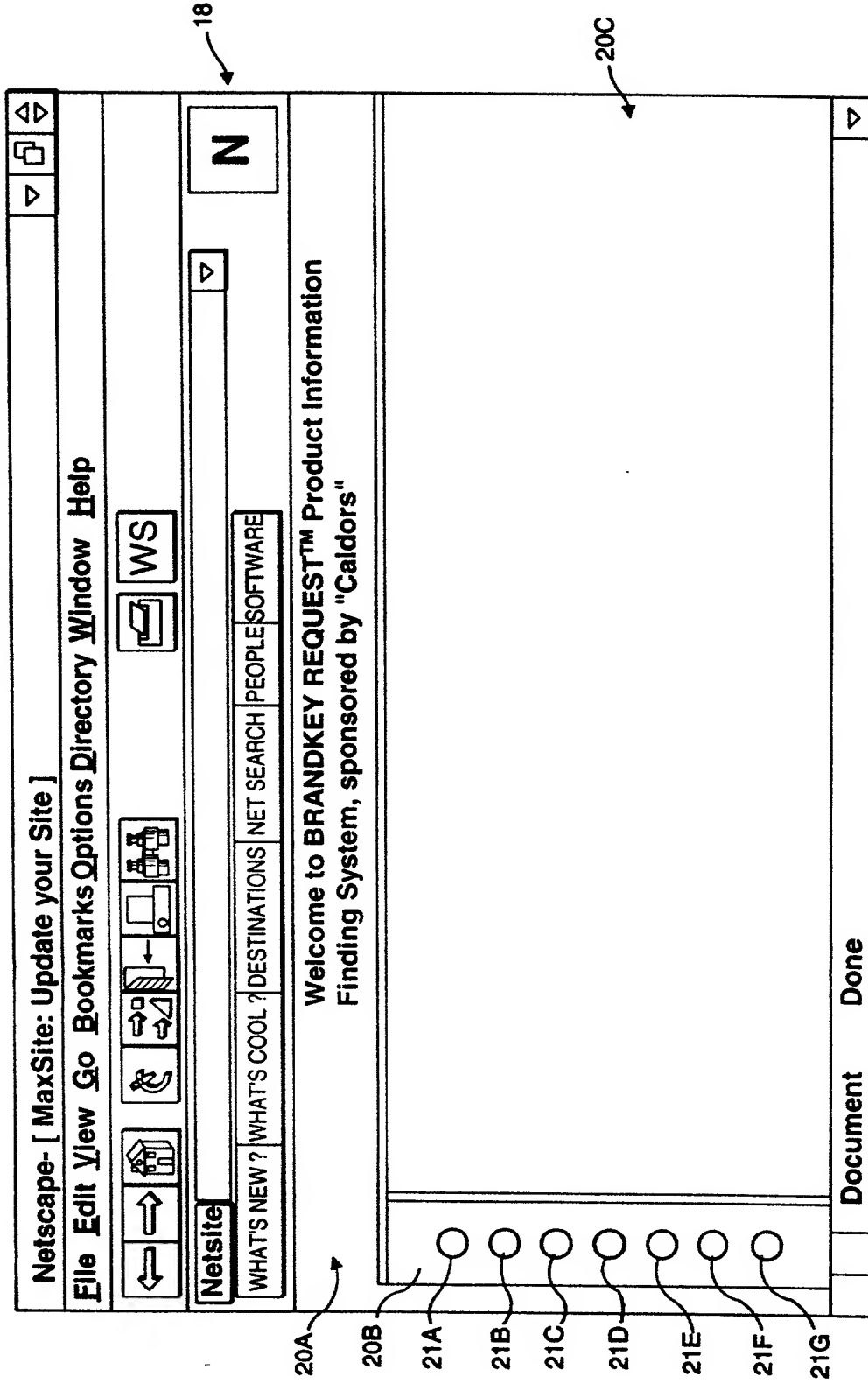


FIG. 3C

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IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	<a href="http://www.power.com/pc">http://www.power.com/pc</a>	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	<a href="http://www.tooth.com/pc">http://www.tooth.com/pc</a>	CREST			
3/12547/68404/ 0	WARNER WELCOME	ACID REDUCER	<a href="http://www.zantac.com/pc">http://www.zantac.com/pc</a>	ZANTAC ZANTAC 75			
0/00005/17643/ 4	KODAK, INC.	FILM PROCESSING	<a href="http://www.kodak.com/pc">http://www.kodak.com/pc</a>	KODAK			
0/27242/51057/ 9	SONY, INC.	PERSONAL COMPUTER	<a href="http://www.sony.com/pc">http://www.sony.com/pc</a>	SONY			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY

URL <sub>i</sub>	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4A2



I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
• • •	• • •	• • •	• • •	• • •	• • •

FIG. 4B

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

FIG. 4C1

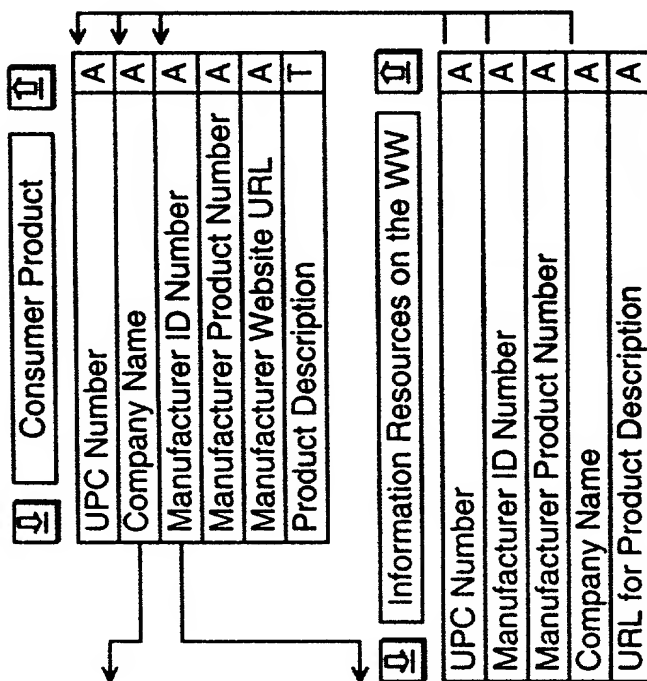


FIG. 4C

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

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RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

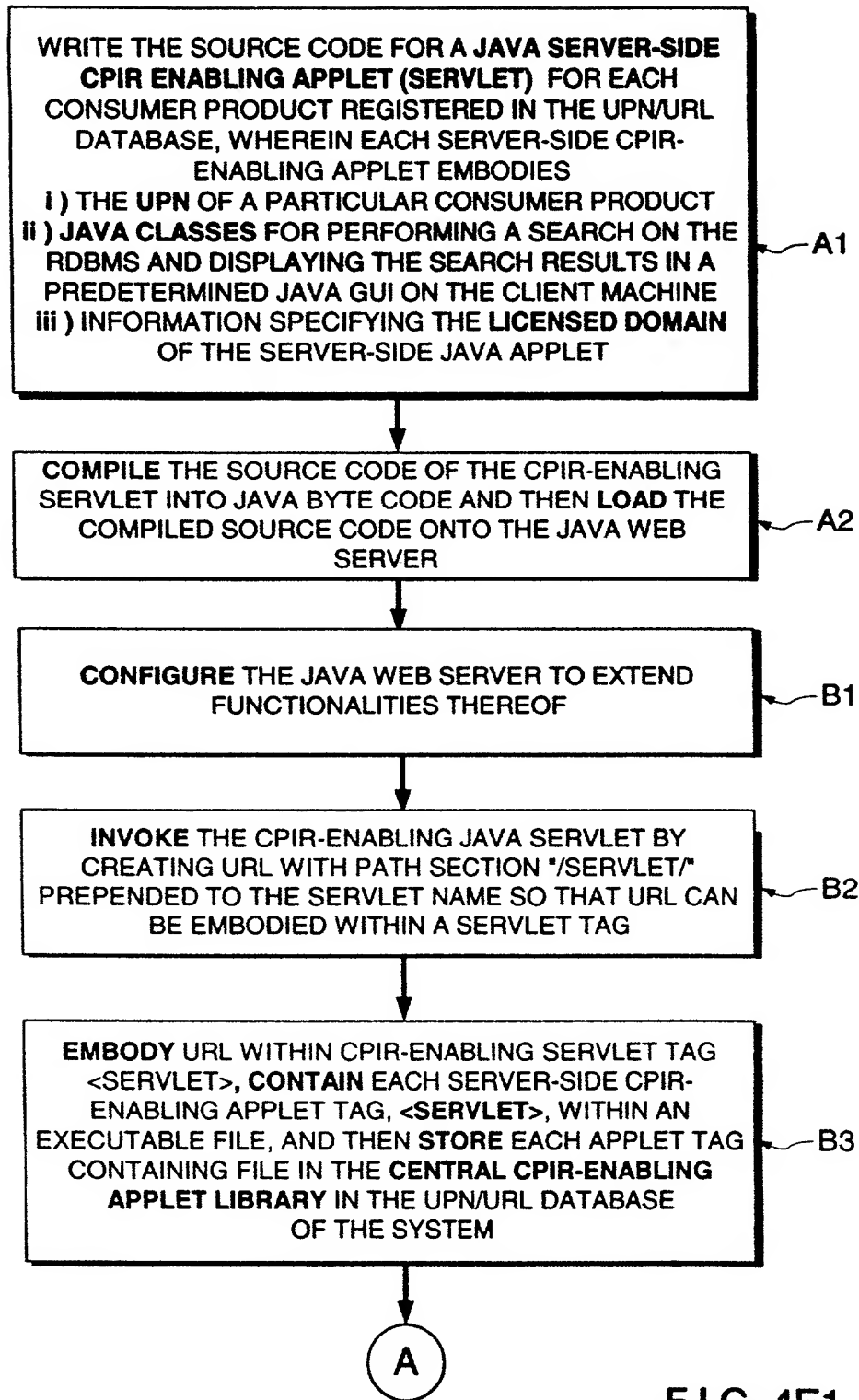


FIG. 4E1

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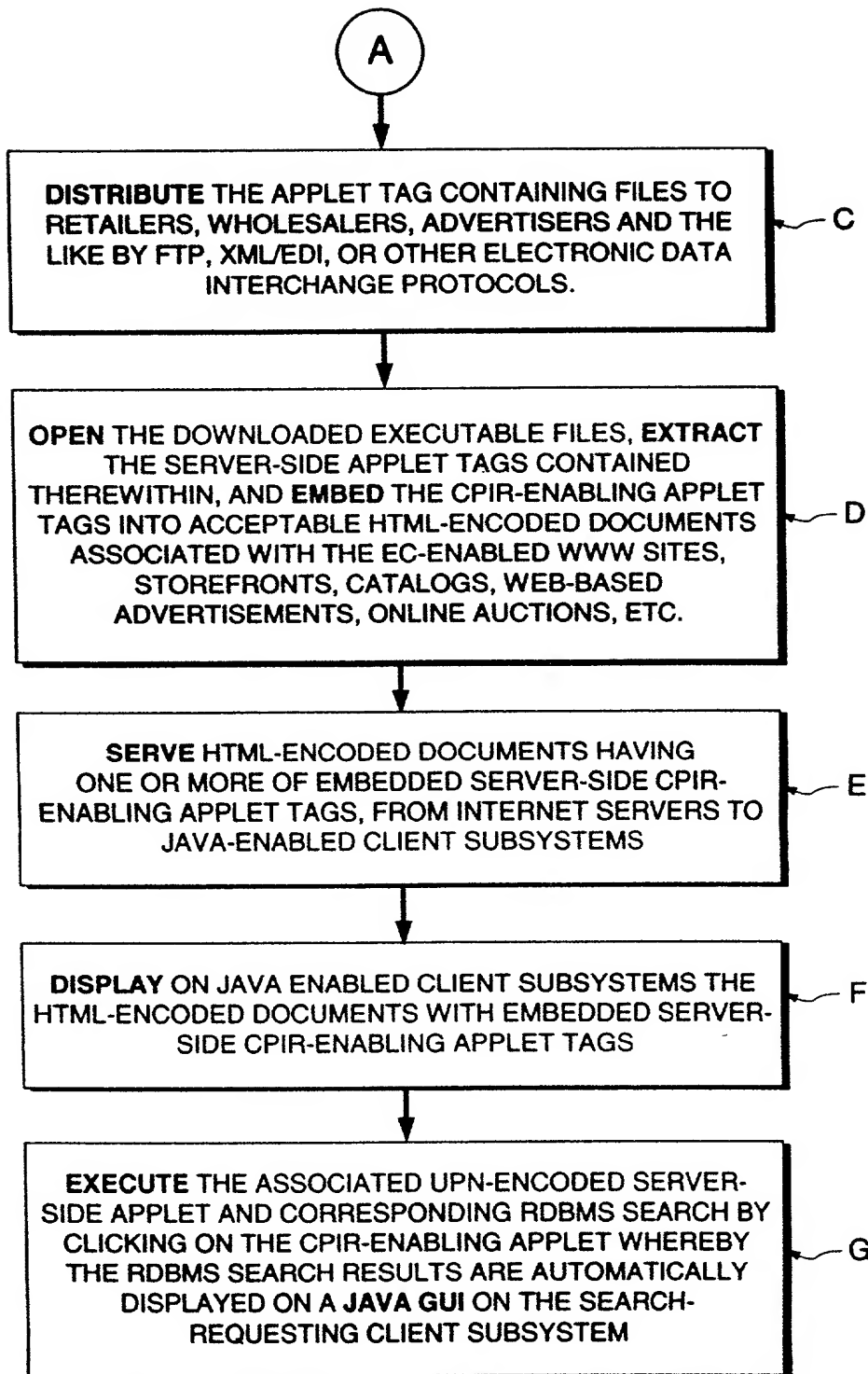


FIG. 4E2

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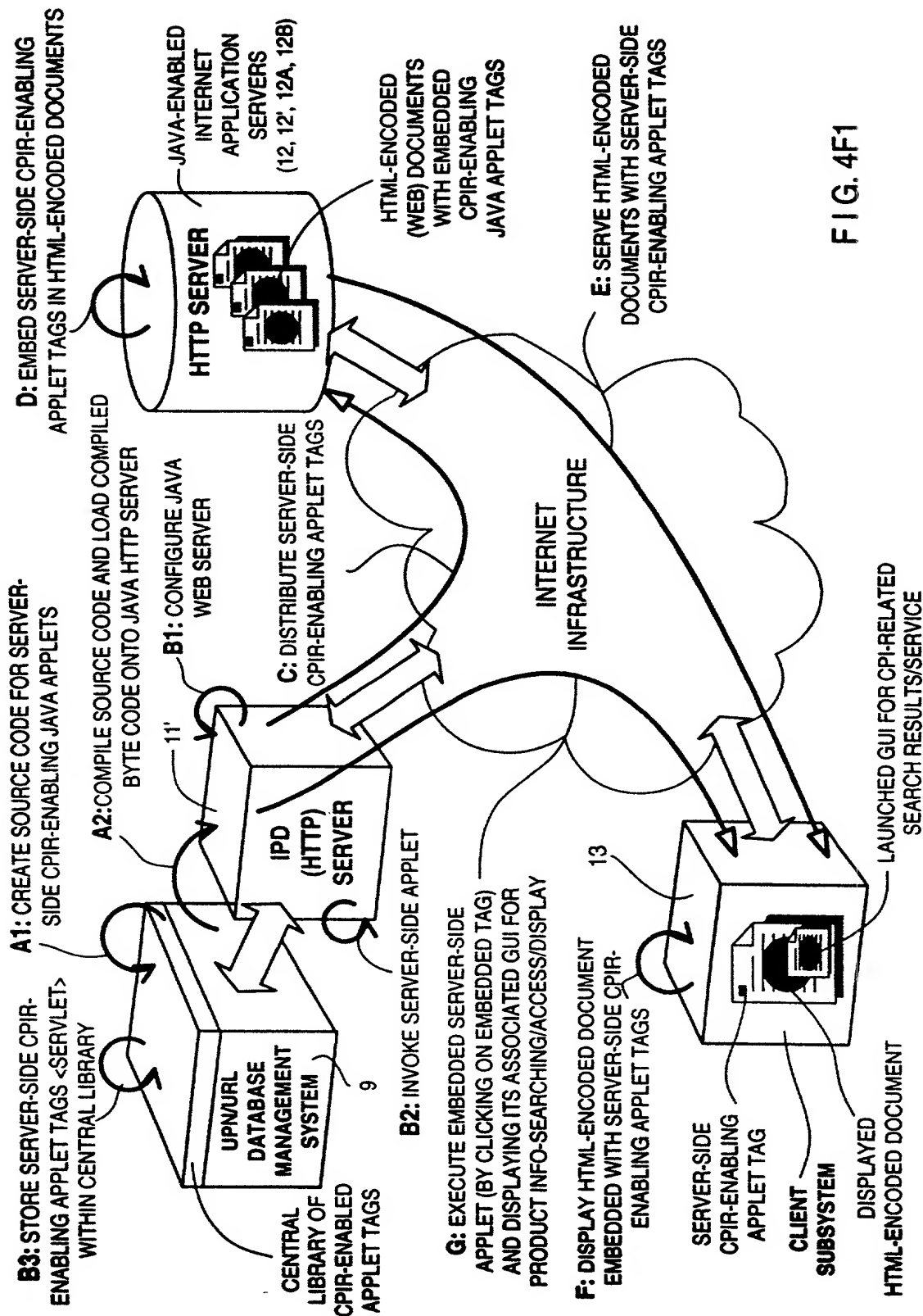


FIG. 4F1

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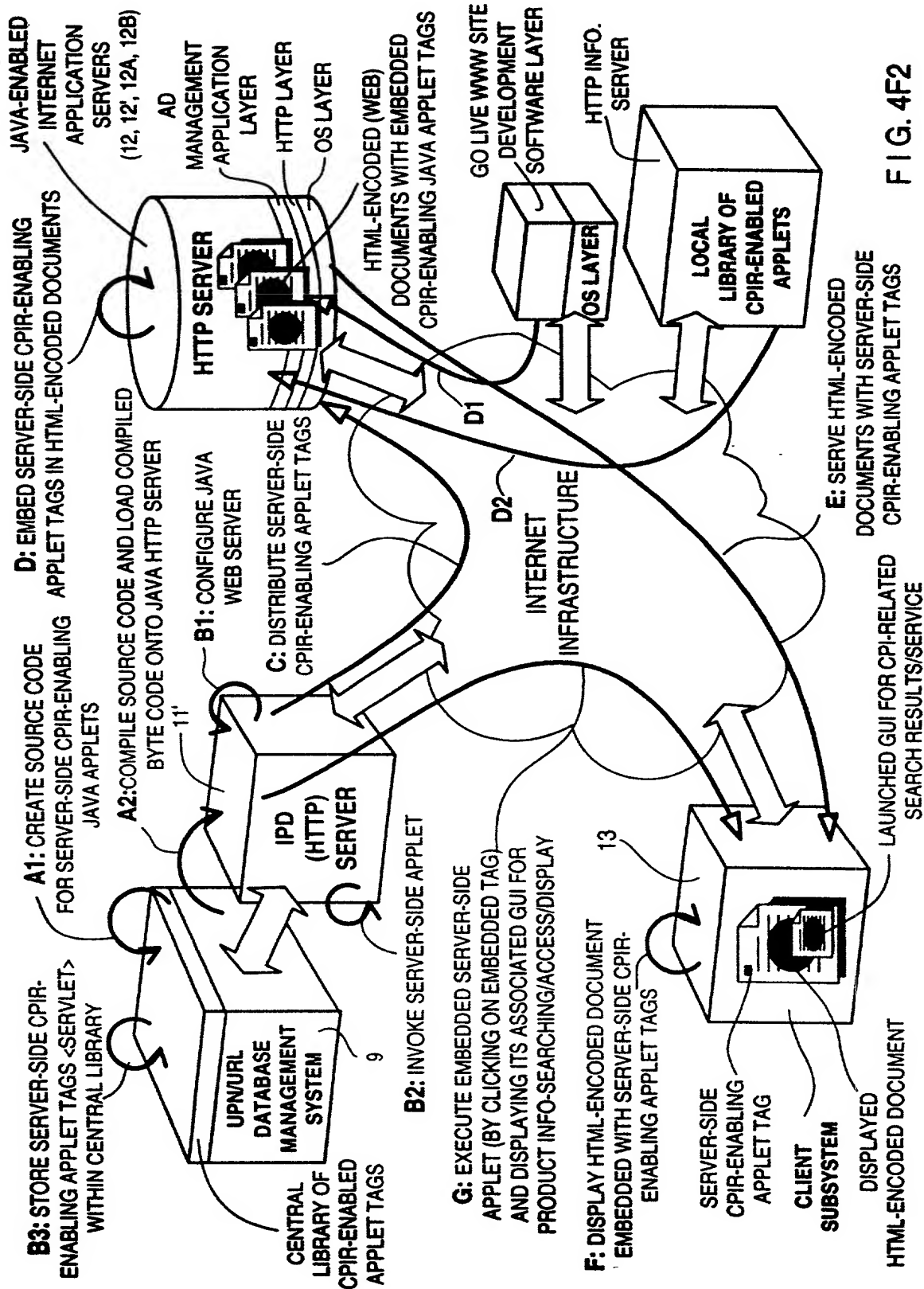


FIG. 4F2



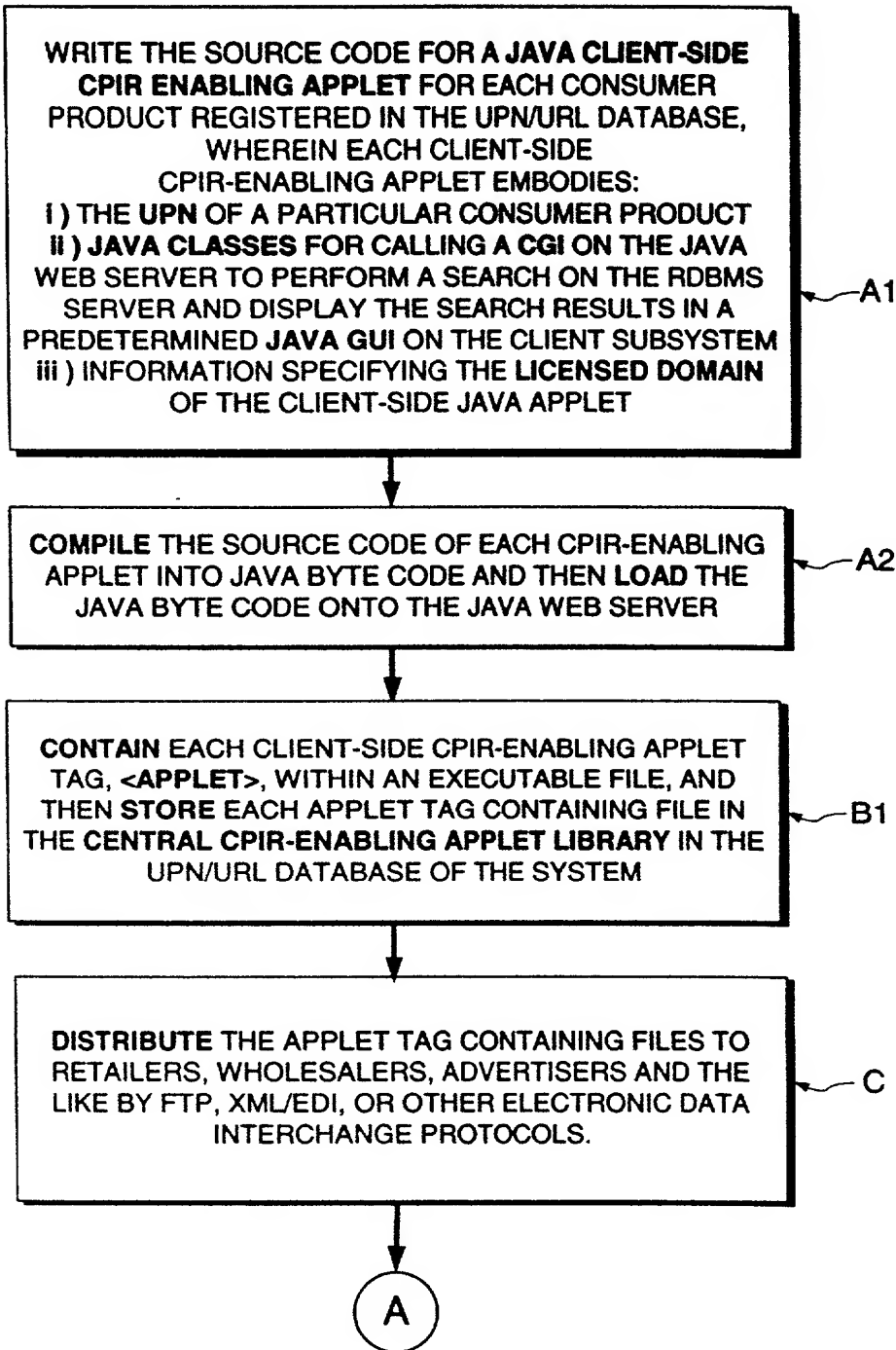


FIG. 4G1

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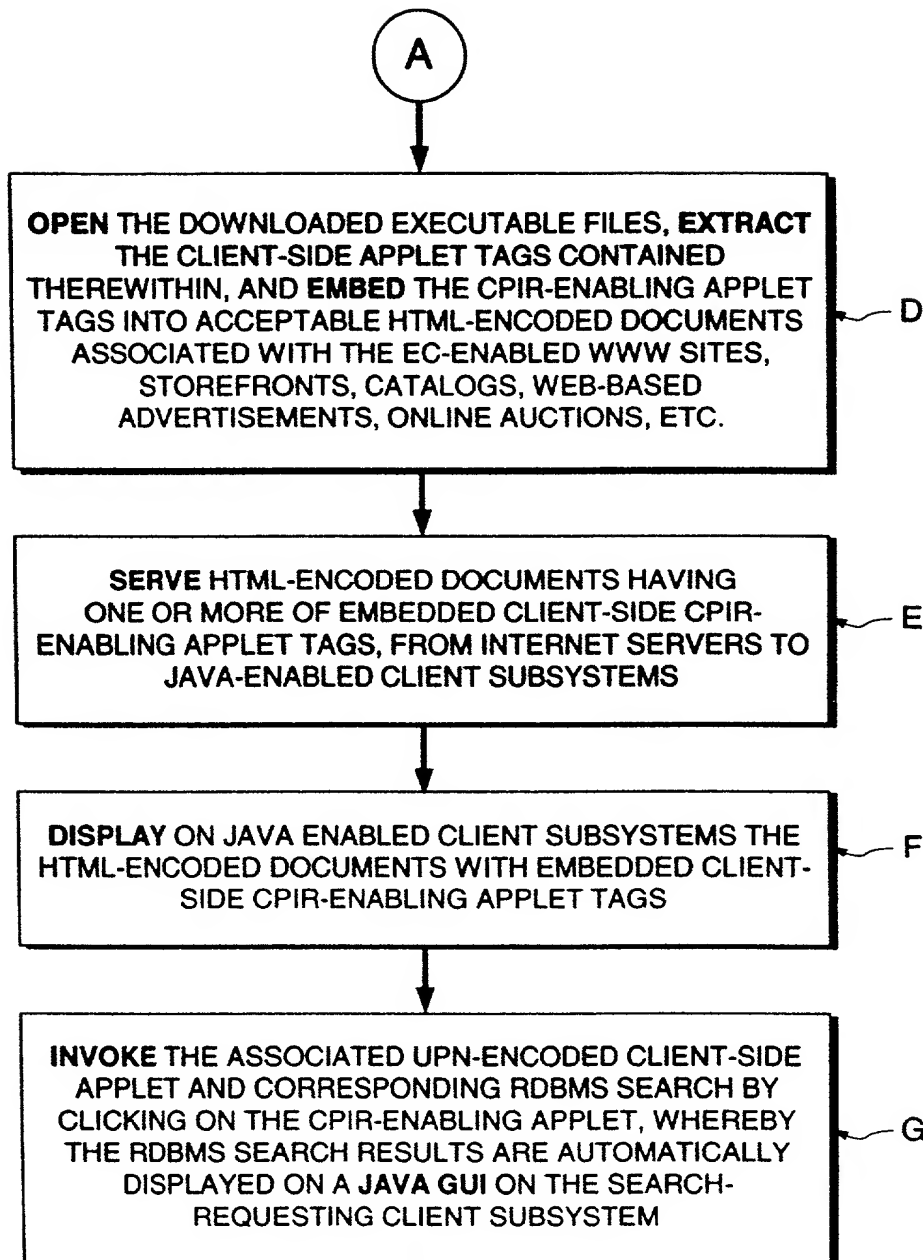


FIG. 4G2

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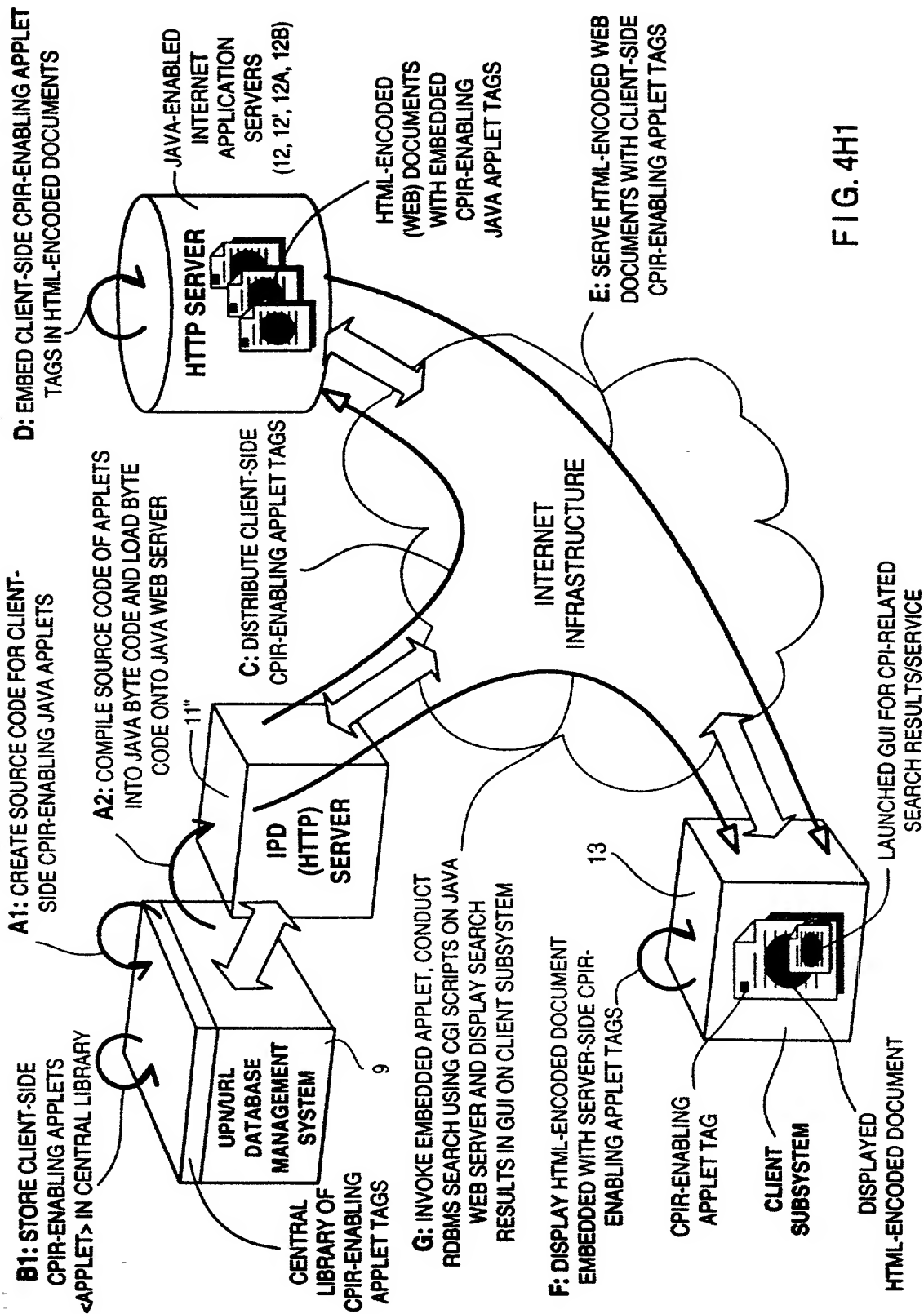


FIG. 4H1

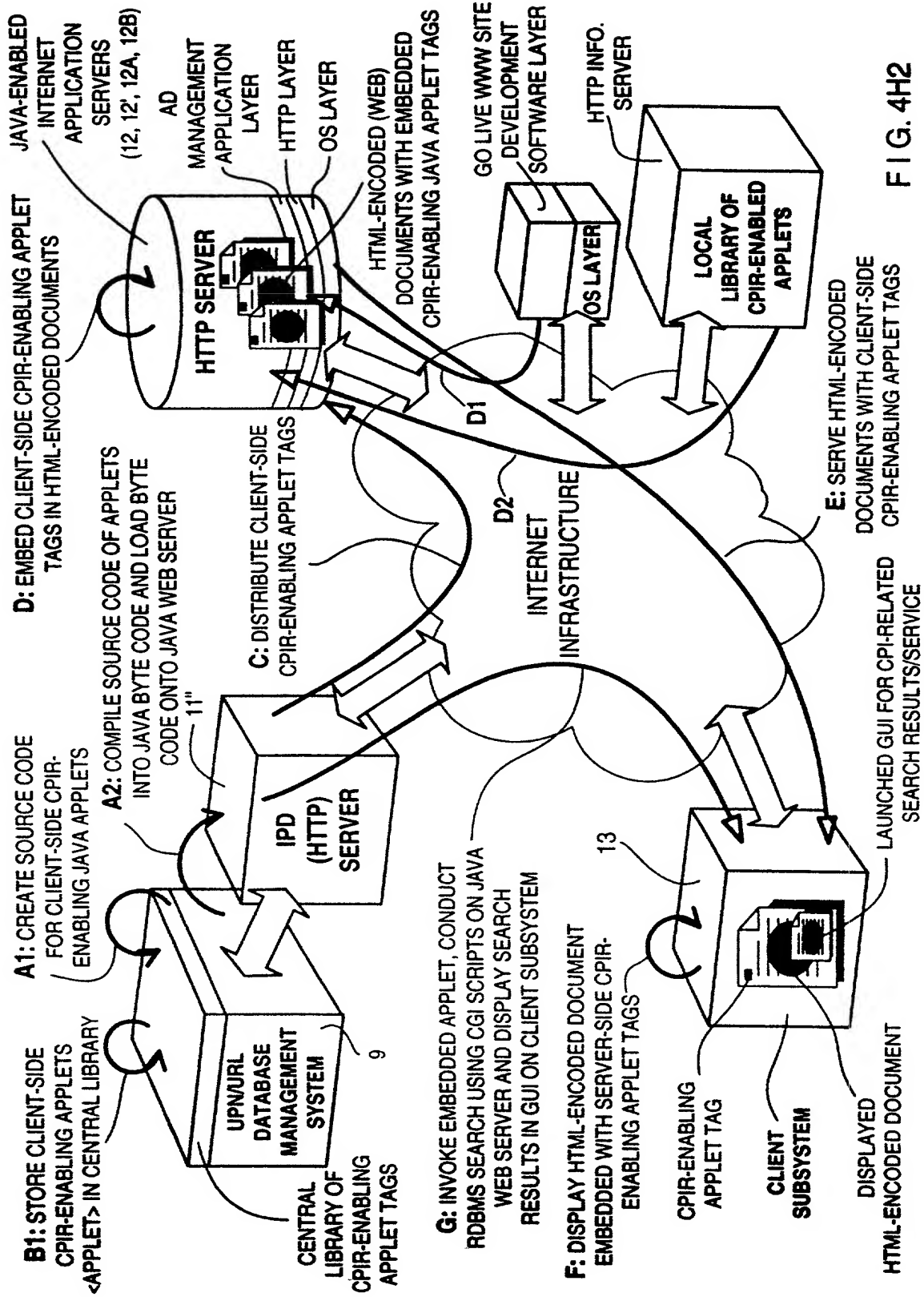


FIG. 4H2

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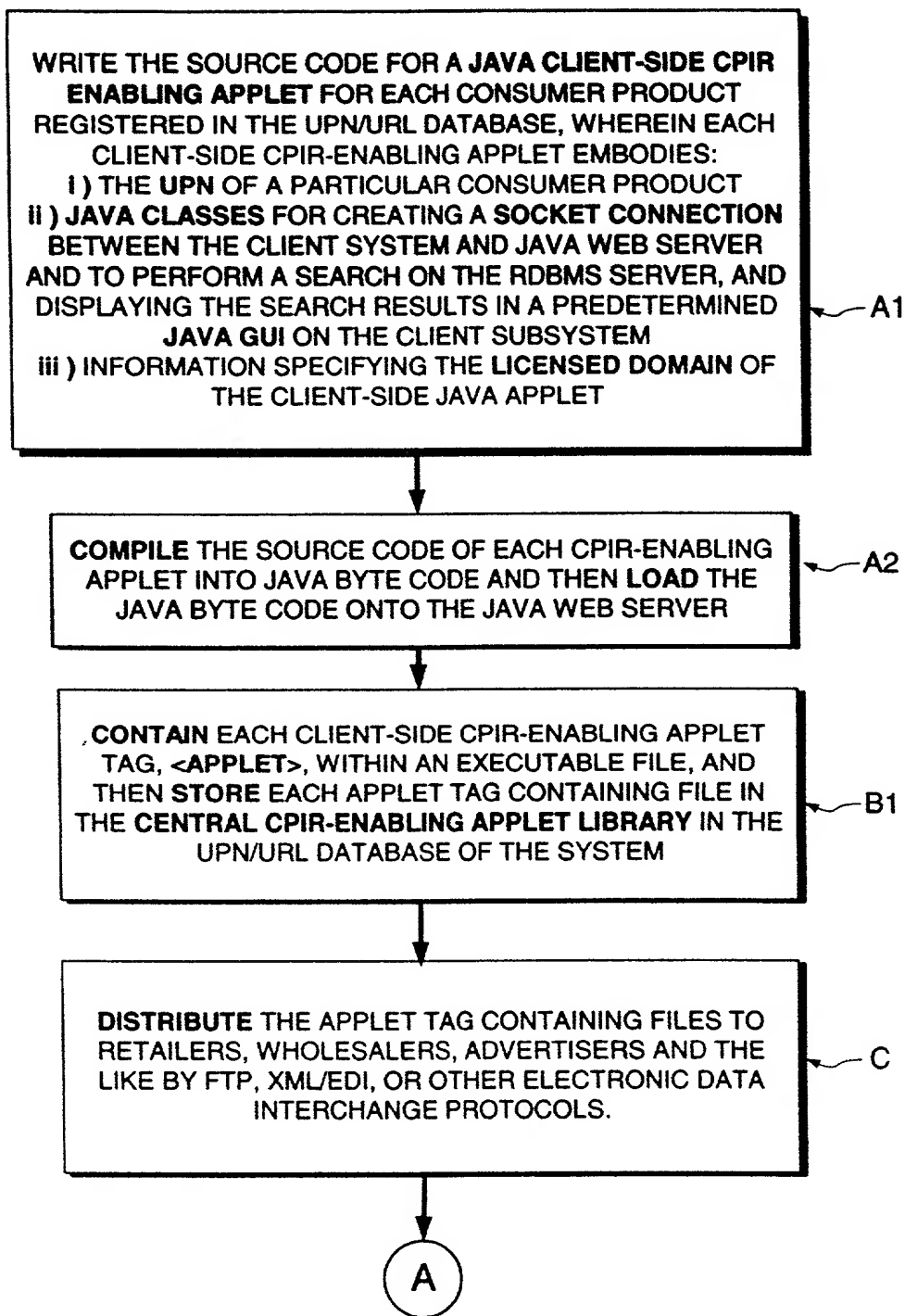


FIG. 411

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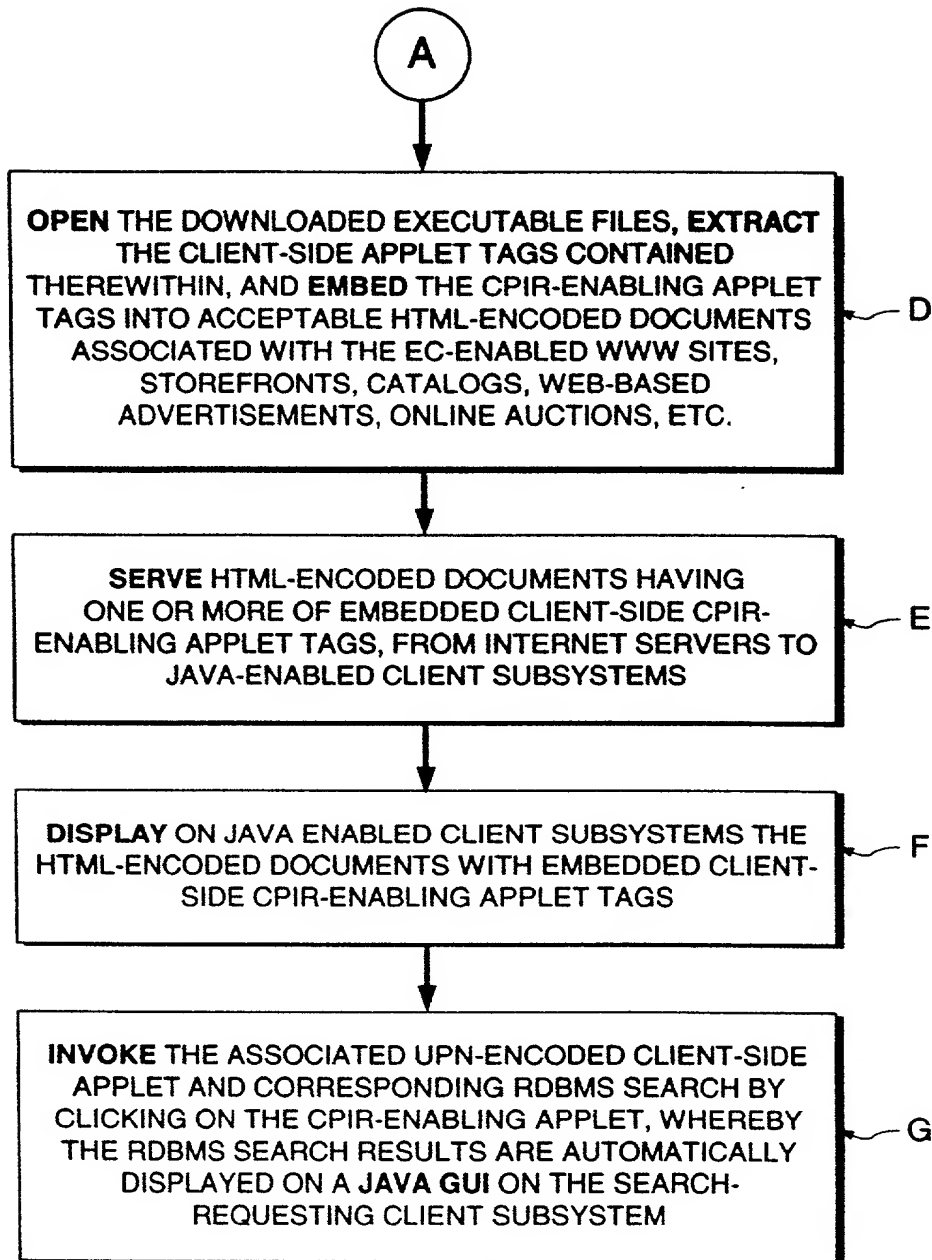


FIG. 412

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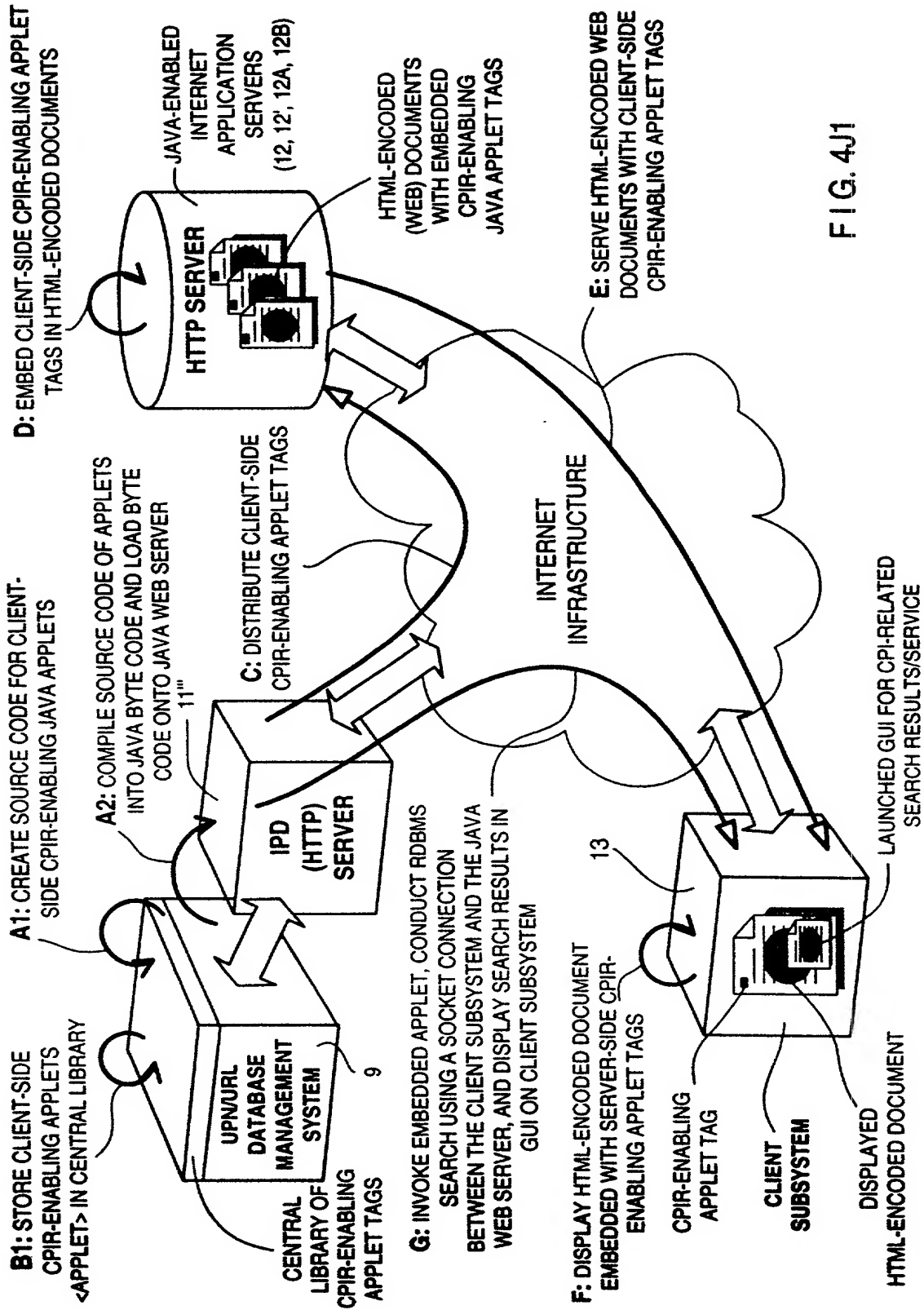


FIG. 4J1

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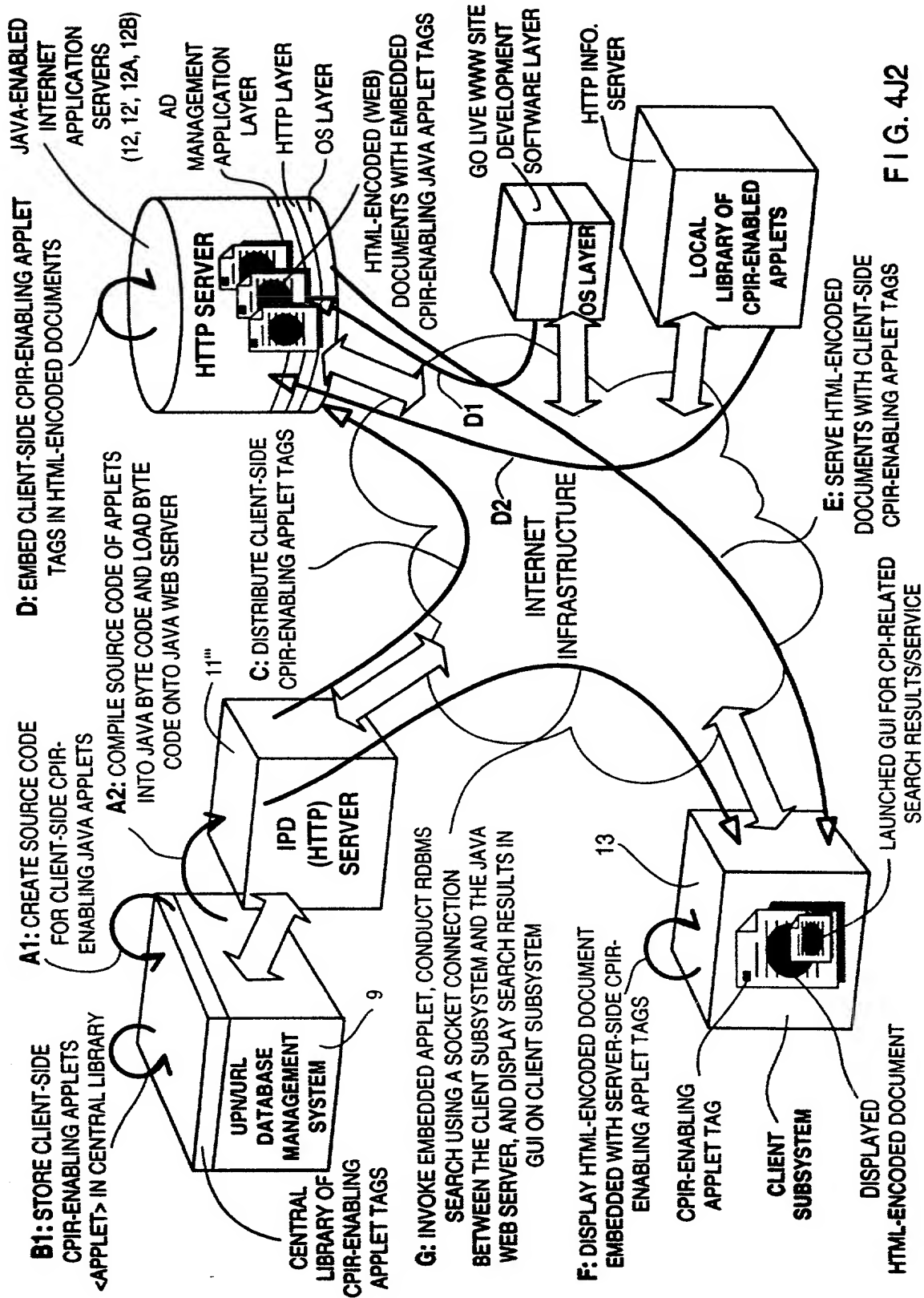


FIG. 4J2



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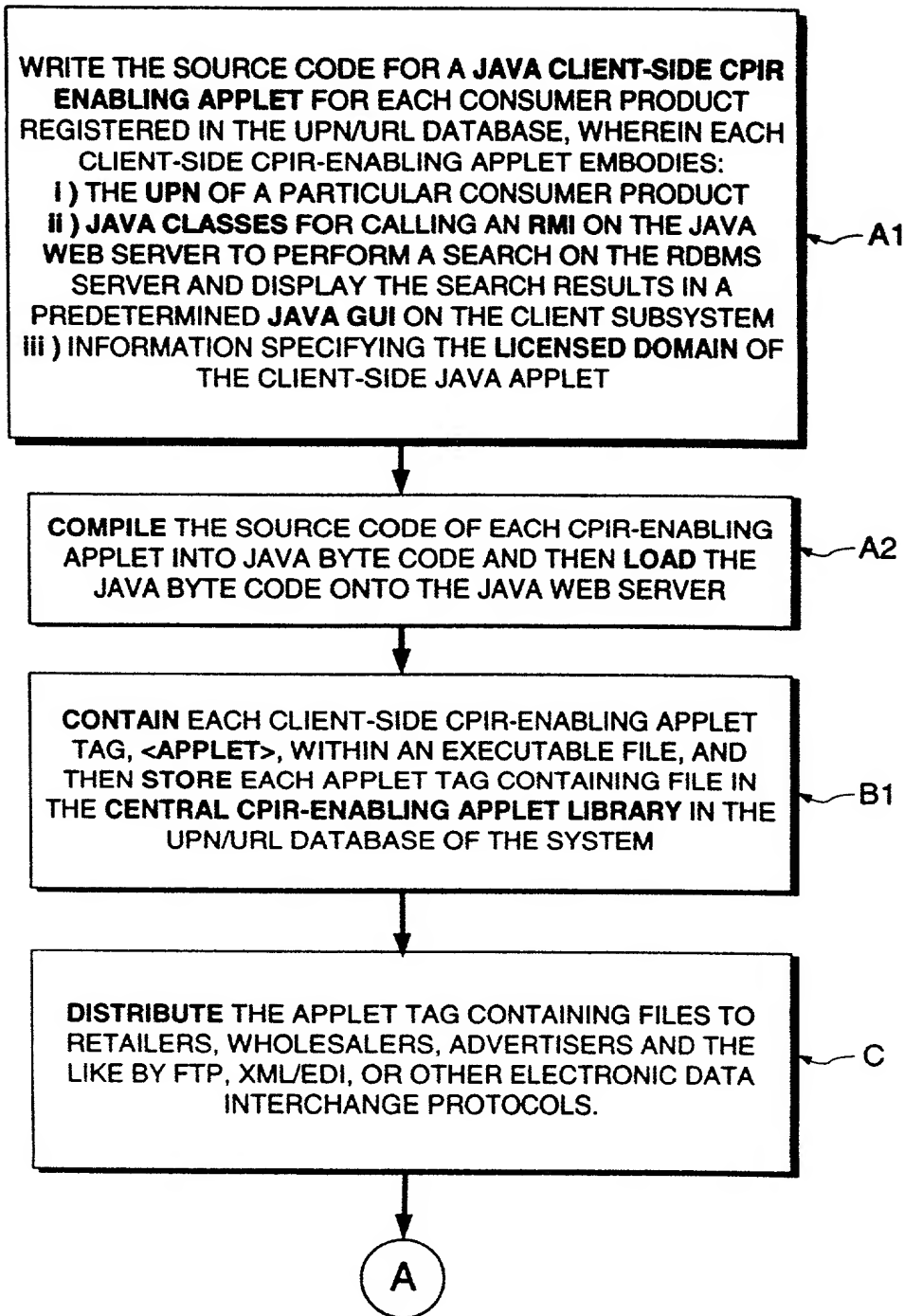


FIG. 4K1

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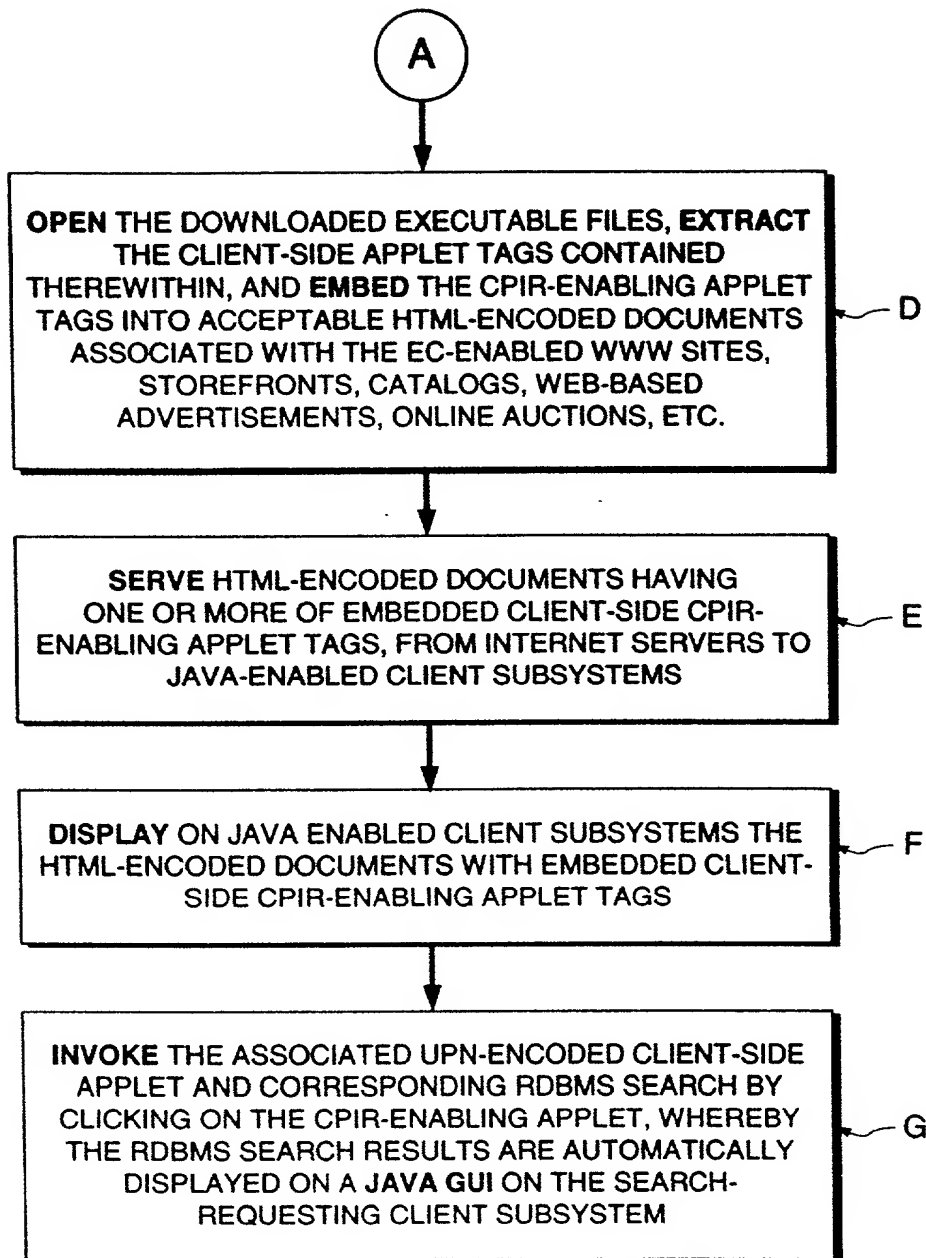


FIG. 4K2

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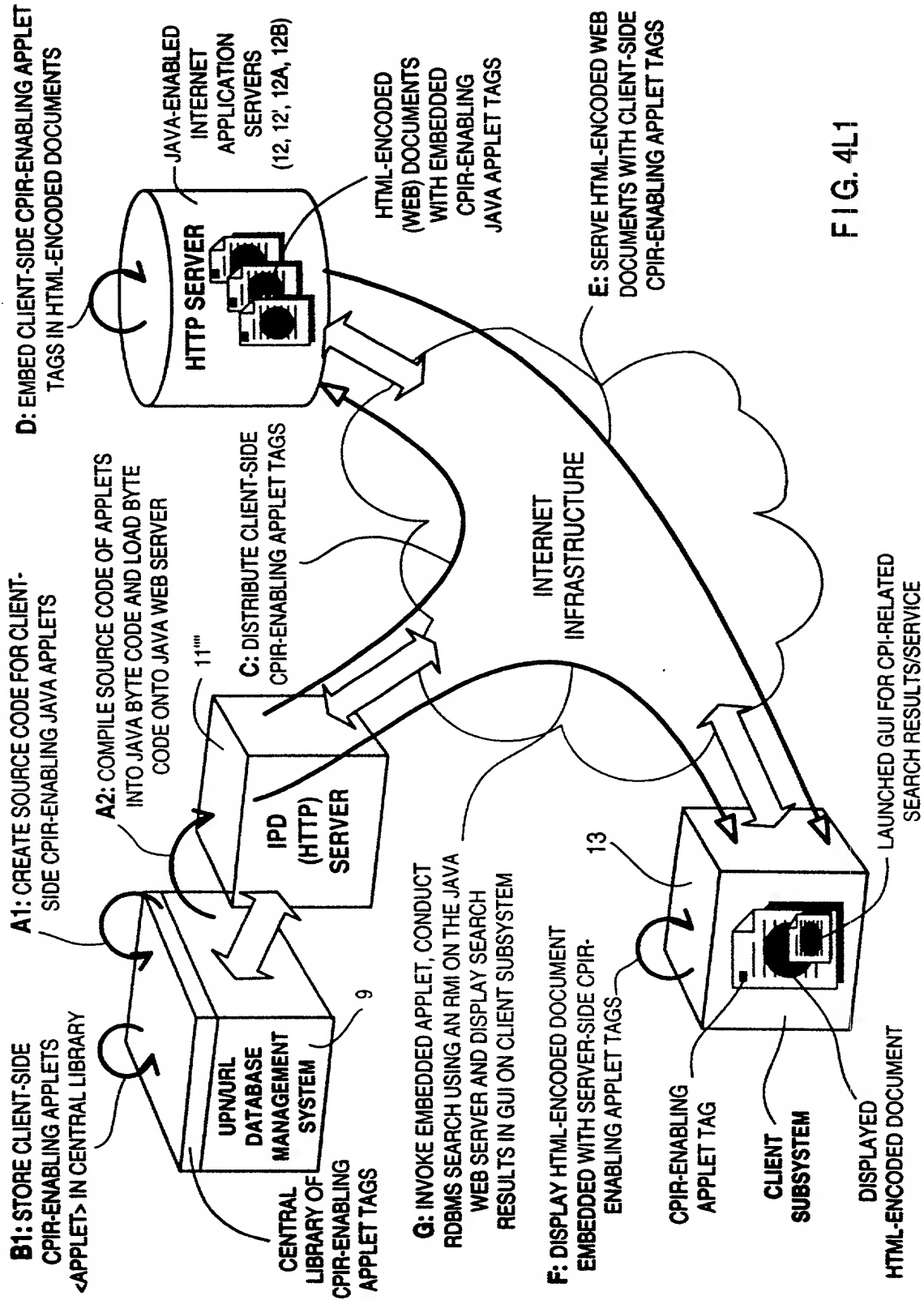


FIG. 4L1

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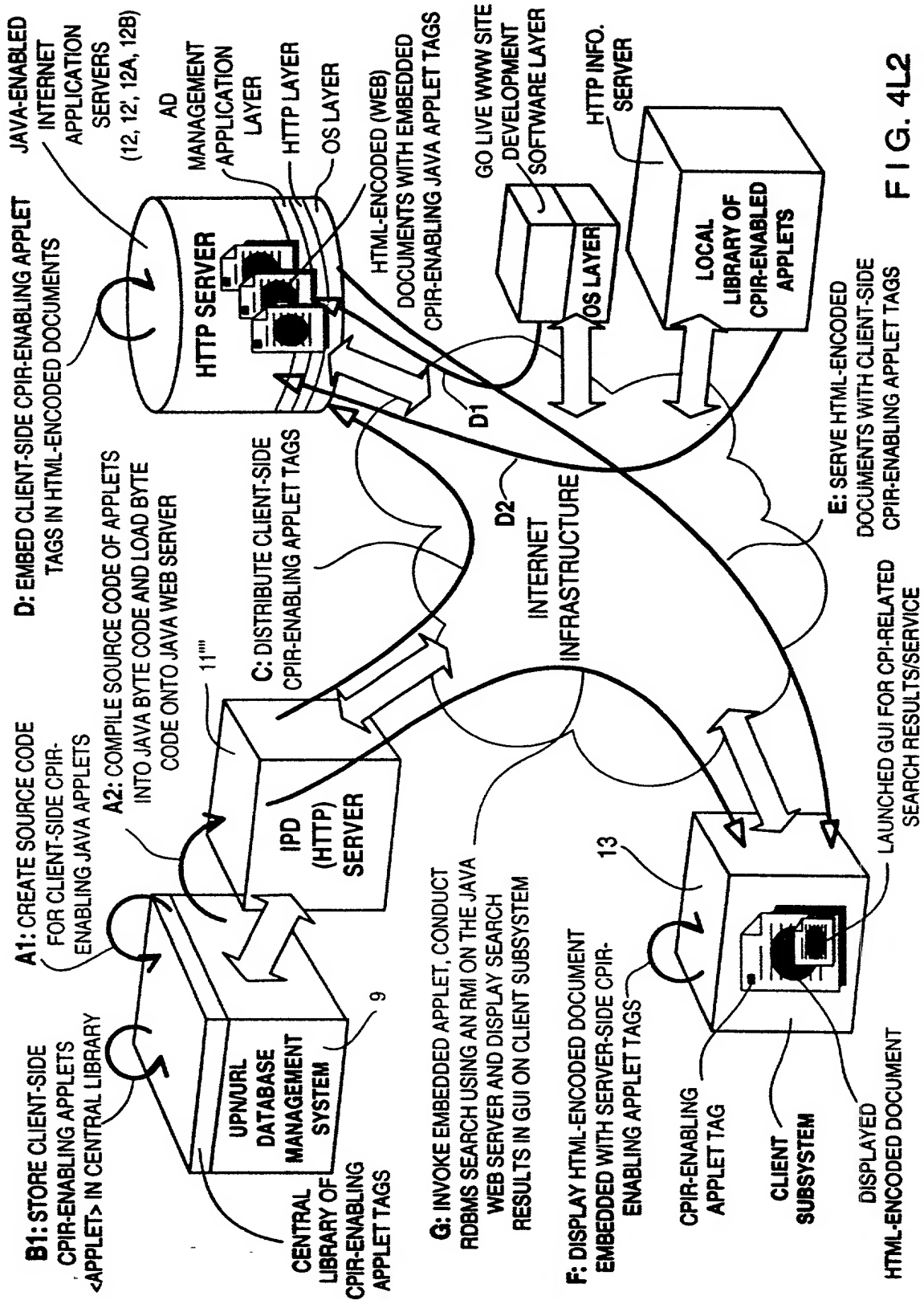


FIG. 4L2

UPC No.	Trademark	Manufacturer No.	Download
00000000000	Power Mac Computer	00000000000	<a href="#">Click Here to Download</a>
11111111111	Sony	11111111111111111	<a href="#">Click Here to Download</a>
222222222	J. Crew	2222222222222	<a href="#">Click Here to Download</a>
			<a href="#">Click Here to Download</a>
			<a href="#">Click Here to Download</a>

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BOX

File

Vendor # 124154612049

Product BLASSPORT

Vendor # 124154612049

SPUN SILK / TURTLENECK

Blasport by Bill Blass. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.

100

FIG. 4M2

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Yahoo! Netscape

MY - ? - GO

PERSONALITY What's New Check Email

Yahoo! Mail  
free email for life

BRAND NEW! THE CENTRAL  
Point Information Search

Click your  
advanced search domain free

Yahoo! Shopping - Computers, Videos, DVDs, CDs, Toys, Electronics and more

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs  
Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

Arts & Humanities  
Literature, Photography...

Business & Economy  
Companies, Finance, Jobs...

Computers & Internet  
Internet WWW, Software, Games...

Education  
College and University, K-12

News & Media  
Full Coverage, Newspapers, TV...

Recreation & Sports  
Sports, Travel, Autos, Outdoors...

Reference  
Libraries, Dictionaries, Quotations...

Regional  
Countries, Regions, US States...

In the News  
Millions who food in India  
McKinney jailed for the  
Shaped murder  
Seattle gunman still loose  
Giant dinosaur discovered

Marketplace  
XI Auctions - Pokemon  
Hello Kitty, Shag  
XI Travel - plan your

FIG. 4N1

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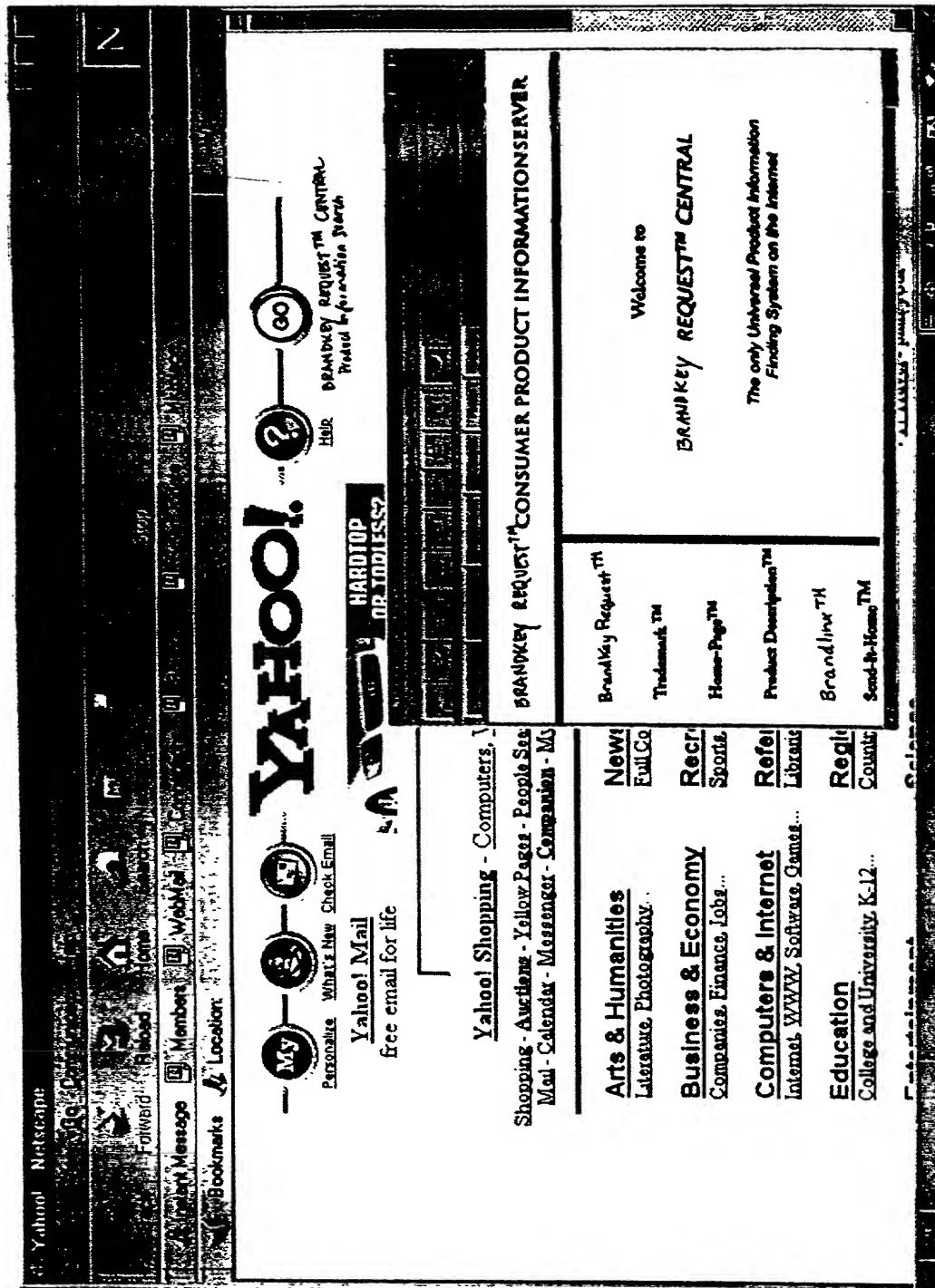
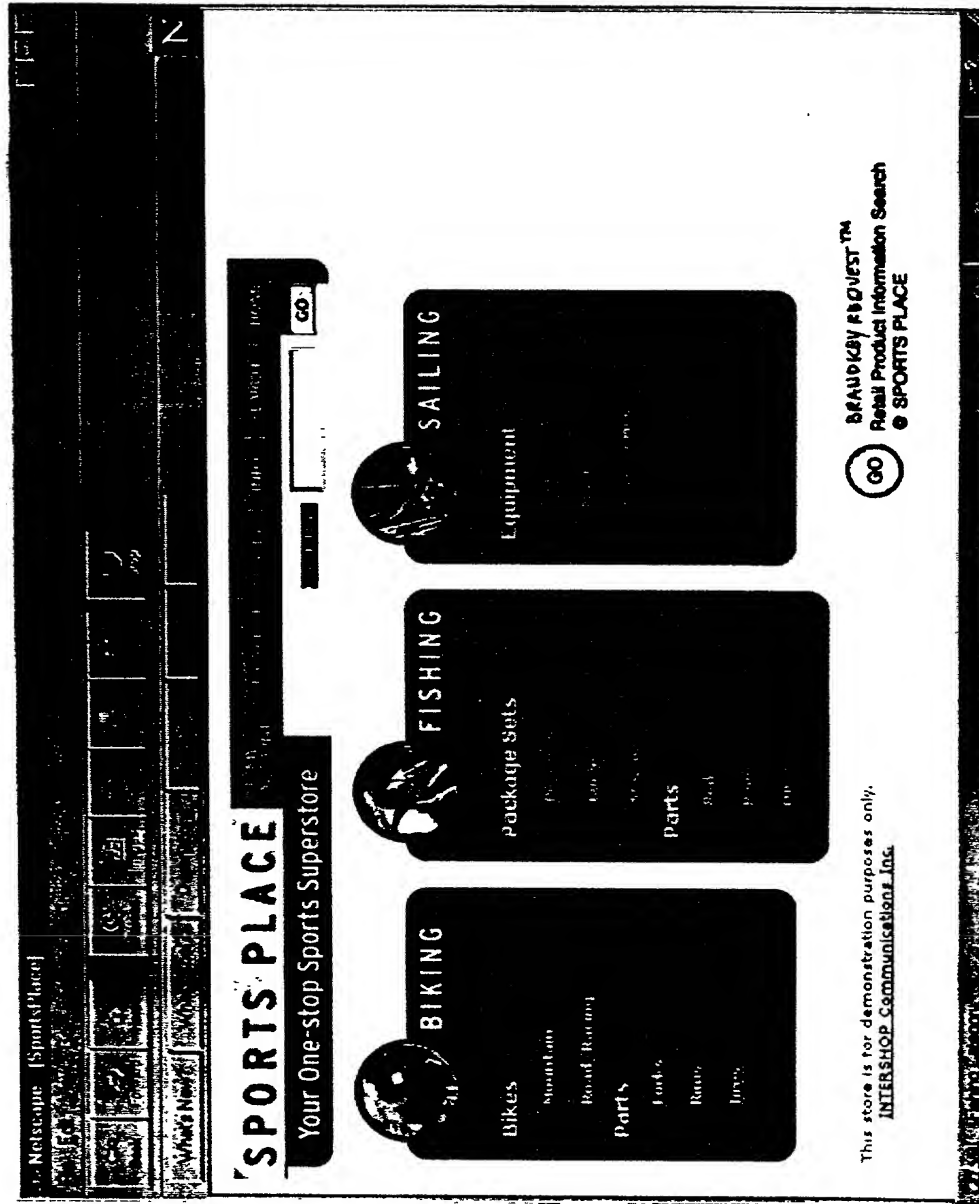


FIG. 4N2



www.sportsplace.com



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FIG. 401

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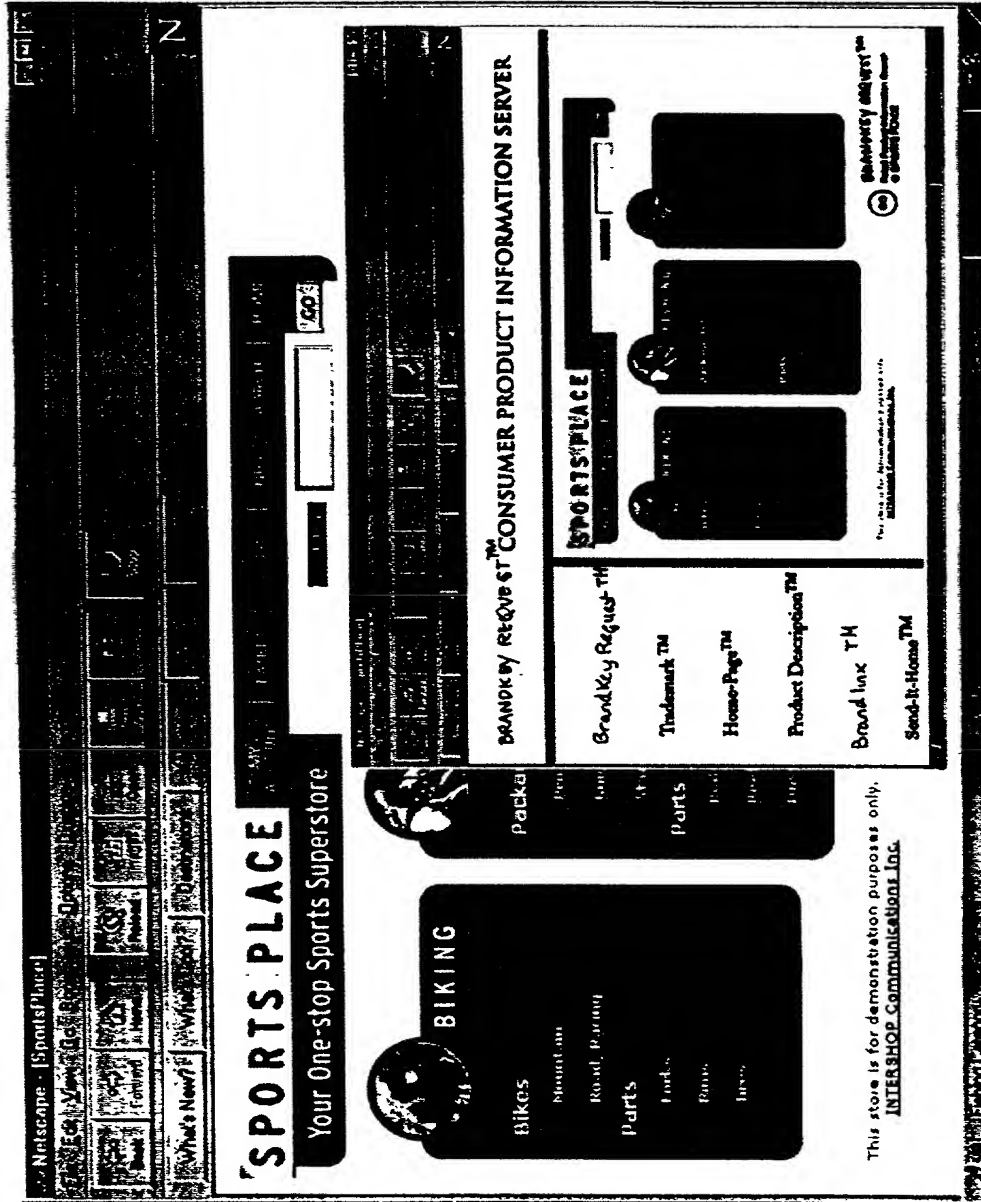


FIG. 402

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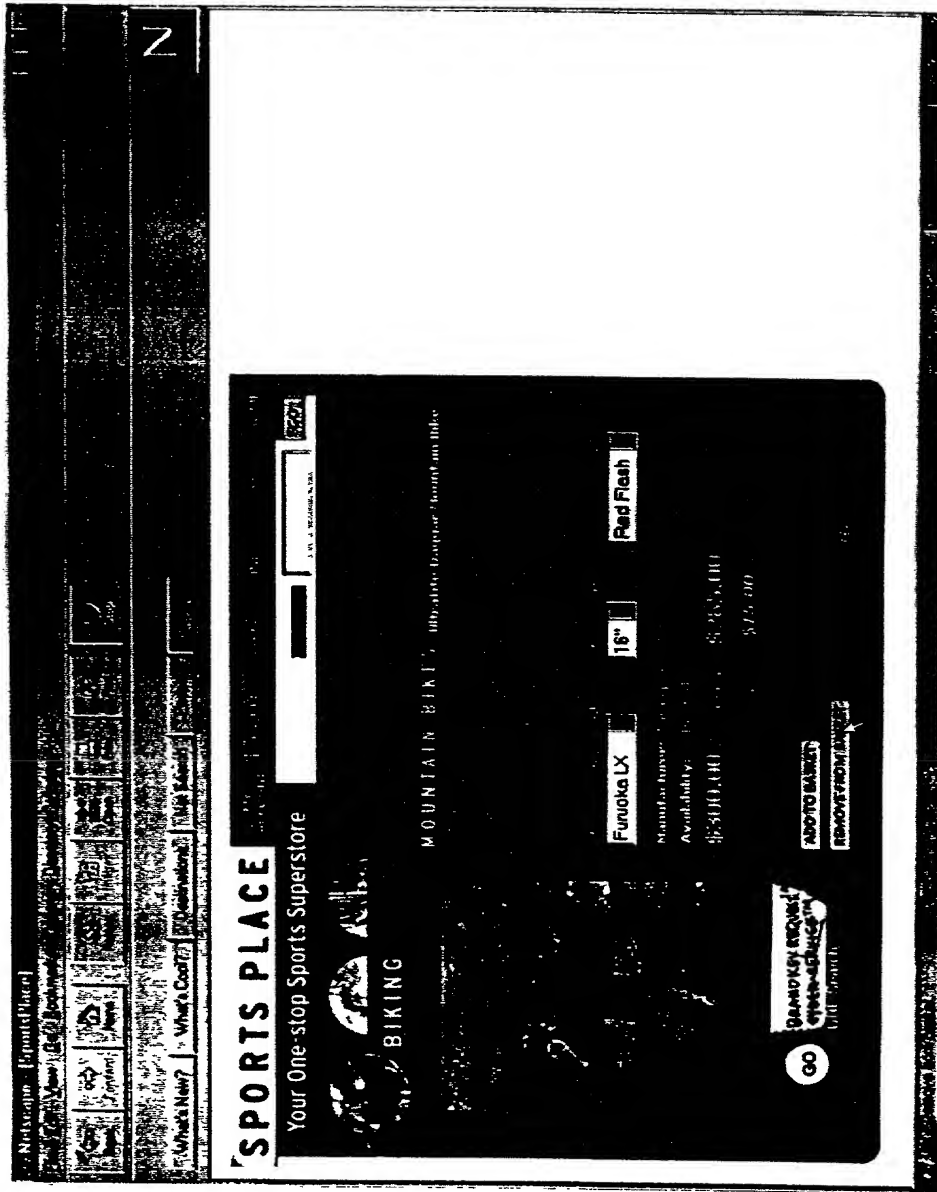


FIG. 4P1

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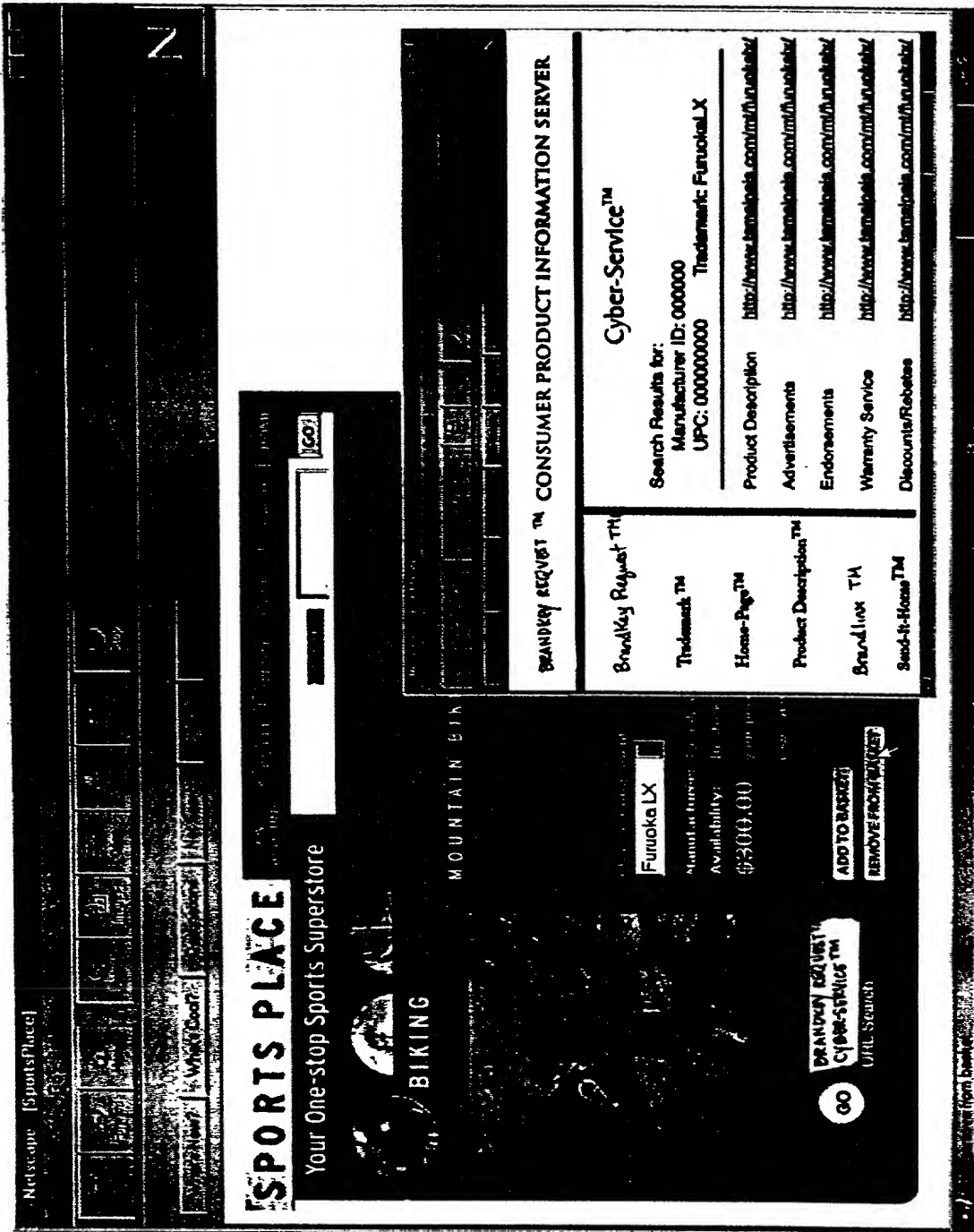


FIG. 4P2



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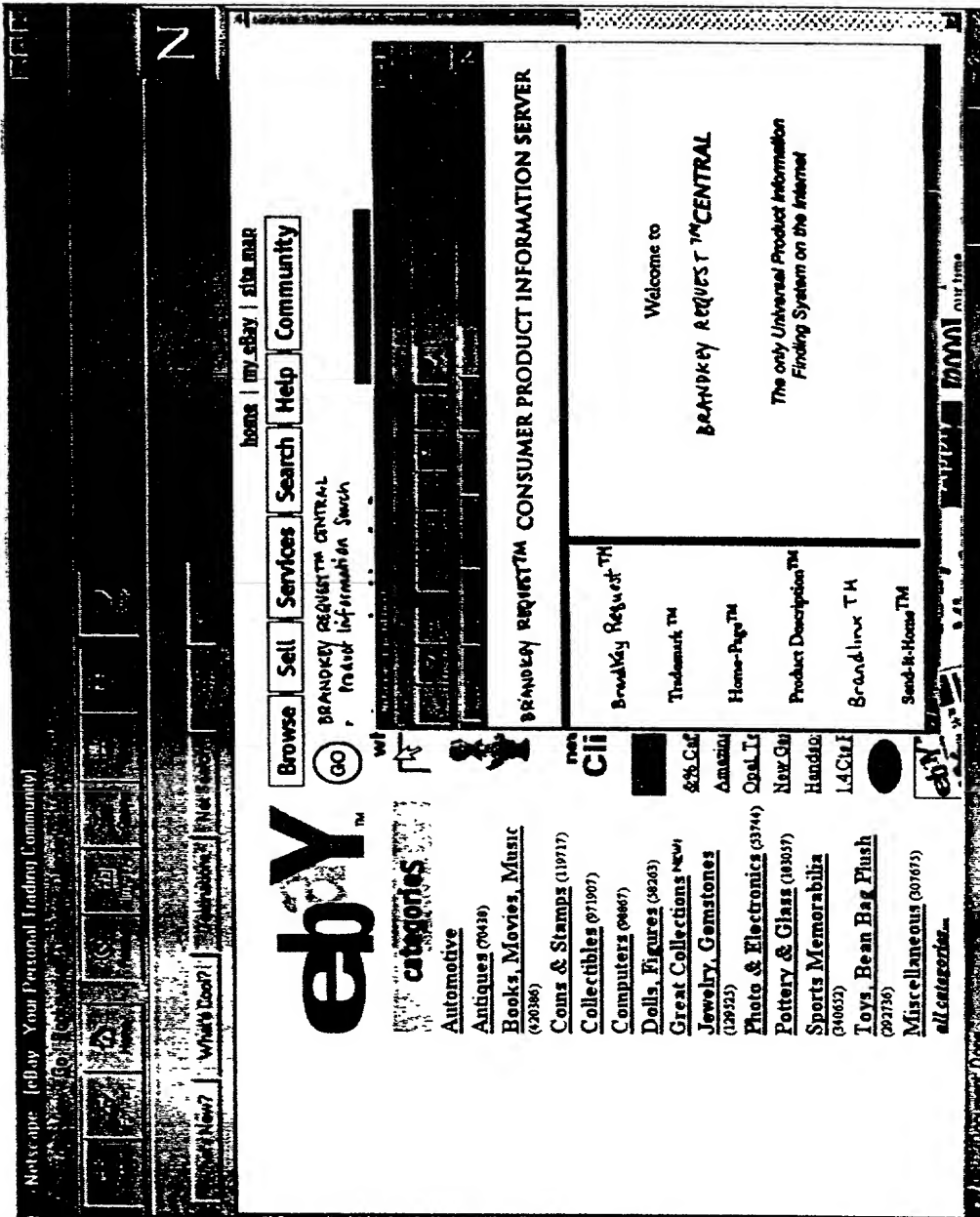


FIG. 4Q2

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NetScape [Follow item 192020099] [Ends 11/07/99, 21:29:10 PST] [In website: Comp. Mavens MVL: 1024x768]

ebay

home | my ebay | site map

[Browse](#)
[Sell](#)
[Services](#)
[Search](#)
[Help](#)
[Community](#)

[item view](#)
[GO](#)
[Cyber-Service™](#)
[URL Search](#)

Computer Digital Camera

<p>Currently</p> <p>Quantity</p> <p>Time left</p> <p>Started</p> <p>Ends</p> <p>Seller</p> <p>High bid</p> <p>Payment</p> <p>Shipping</p>	<p>\$420.50 (reserve met)</p> <p>1</p> <p>4 days, 7 hours +</p> <p>10/31/99, 21:29:10 PST</p> <p>11/07/99, 21:29:10 PST</p> <p>ias47 (10) ☆</p> <p>(view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question)</p> <p>alt: teens</p> <p>Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted</p> <p>Seller might ship to home country only. See item description for details. See item description for shipping charges</p>	<p>First bid</p> <p># of bids</p> <p>Location</p> <p>EB (mail this auction to a friend)</p> <p>● (request a gift alert)</p> <p>Featured Category Auction</p> <p>\$2.00</p> <p>12 (bid history) (with email)</p> <p>Milpitas, CA</p>
---	--	---

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted

FIG. 4R1

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NetScape [ eBay item 1970201899 [ Ends 11/07/99, 21:29:10 PST ] - In middle - amp Maximize MVC [ URL: 10/24x/68 ]

[Home](#) | [my eBay](#) | [site map](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

[What's New?](#) | [What's Cool](#) | [Deals](#) | [URL Search](#)



[BRANDKEY REQUEST™](#) | [Cyber Service™](#) | [URL Search](#)

[Item view](#)

# ebay™

**Currently**  
**Quantity**  
**Time left**  
**Started**  
**Ends**  
**Seller**  
**High bid**  
**Payment**  
**Shipping**

**\$420.50 (estates mal)**  
**1**  
**4 days, 7 hours +**  
**10/31/99, 21:29:10 PST**  
**11/07/99, 21:29:10 PST**  
**jas47 (10) ☆**  
**(view comments in all)**  
**sit tees**  
**Money Order/Cashiers**  
**Seller might ship to you**

**Description**  



**Seller assumes all responsibility for listing this item. You U.S. dollar (\$) unless otherwise noted**

## BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

**BrandKey Request™**  
**Trademark™**  
**Home-Page™**  
**Product Description™**  
**Brandlink™**  
**Sell-it-Home™**

**Cyber-Service™**  
**Search Results for:**  
**Manufacturer ID: 000000**  
**UPC: 000000000**    **Trademark: Sony Mexico**

**Product Description**    <http://www.sony.com/digitalcam/ir/index/>  
**Advertisements**    <http://www.sony.com/digitalcam/ir/index/>  
**Endorsements**    <http://www.sony.com/digitalcam/ir/index/>  
**Warranty Service**    <http://www.sony.com/digitalcam/ir/index/>  
**Discounts/Rebates**    <http://www.sony.com/digitalcam/ir/index/>

FIG. 4R2



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Index Network

http://www.tpatlaw.com/

Now In Stock

For more product details  
find it at >>>>

GO . URL Search

**Thomas J. Perkowski, Esq., P.C.**

Intellectual Property Advocacy

Soundview Plaza 1266 East Main Street  
Stamford, Connecticut 06902  
telephone (203) 357-1950  
facsimile (203) 357-1959  
email: [info@tpatlaw.com](mailto:info@tpatlaw.com)  
<http://www.tpatlaw.com>

"To own an invention, one must claim the invention;  
To claim the invention, one must express the invention in words."

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FIG. 4S1

FIG. 4S2

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Mac Mail The Mail with it all! Netscape

Home | Shopping Cart | Order Status | Catalog Request

Business | Home/Office | MacMail | Education | Government | Electronics | Clearance

up to **\$250 Cash Back!**  
or 100% off a DVD Player

**MacMail**

(800) 328-2790  
E-mail Advantage  
Subscribe & Save

**SONY**  
Your e-mail  
Sign me up!

**Systems**  
Desktop & Towers  
Notebooks  
Servers  
Handhelds

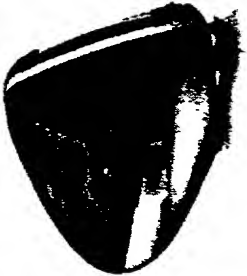

**Hardware**  
Accessories  
Backs & Video  
Cables & Wiring  
CD & DVD  
Communications  
Controller Cards

Search Products

Shop by Brand

Welcome to MacMail  
Click here for top-selling Mac Software.

**All-new recipe.  
All-new ingredients.**

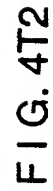
- Fast, easy Internet access
- iMac has been resculpted so it's smaller, sleeker and more transparent
- Plug-and-play digital video (DV models only)
- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

GO

EMPOWER REQUEST™

FIG. 4S3





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# MANUFACTURER / PRODUCT REGISTRATION MODE

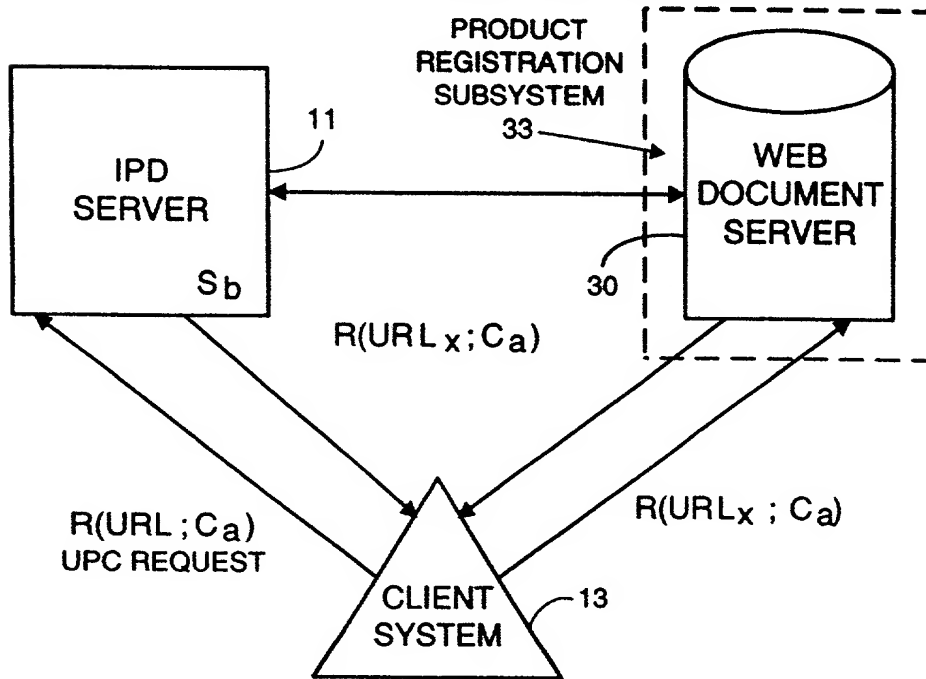


FIG. 5A

# MANUFACTURER WEBSITE SEARCH MODE

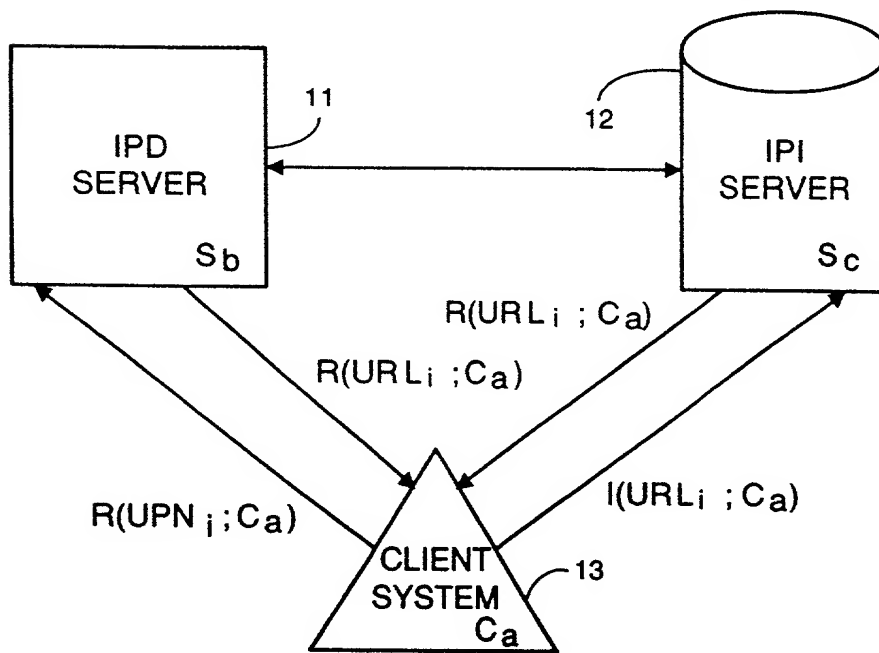


FIG. 5B

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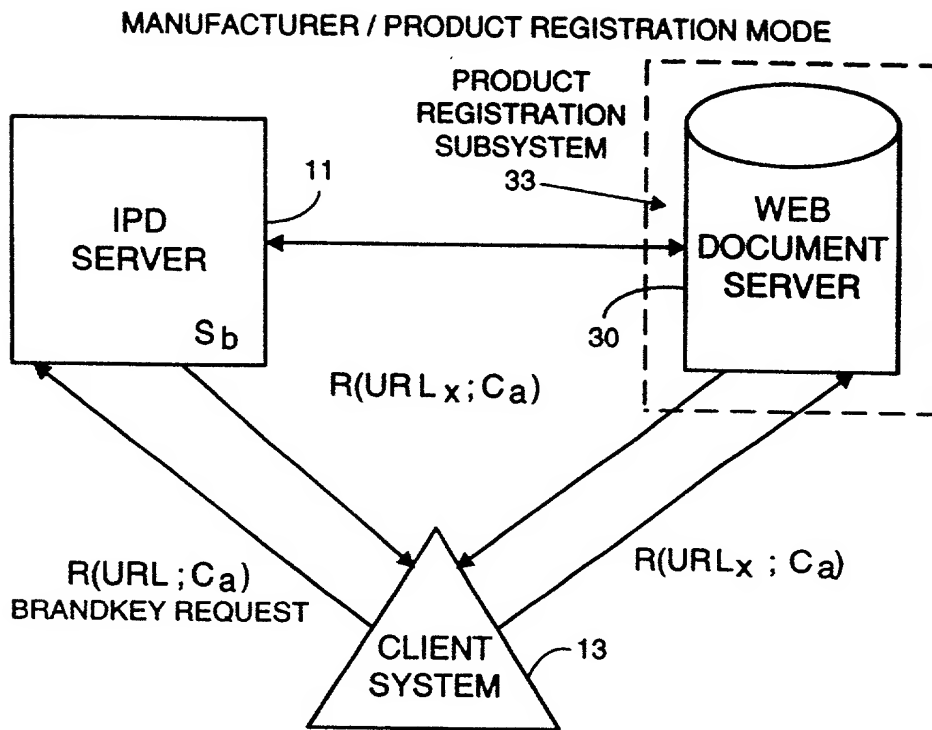


FIG. 5A

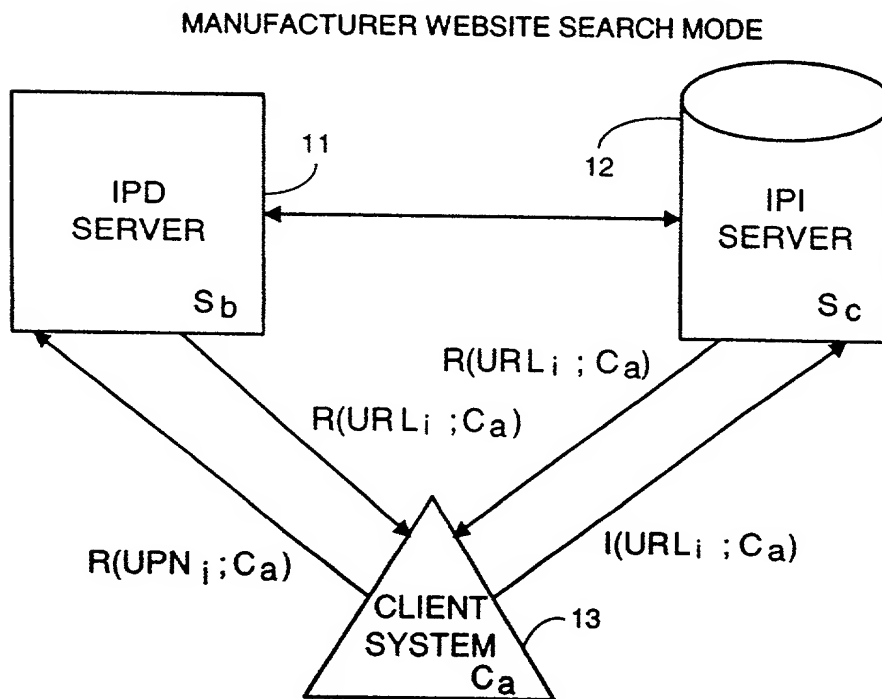


FIG. 5B

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# UPN - DIRECTED INFORMATION ACCESS MODE

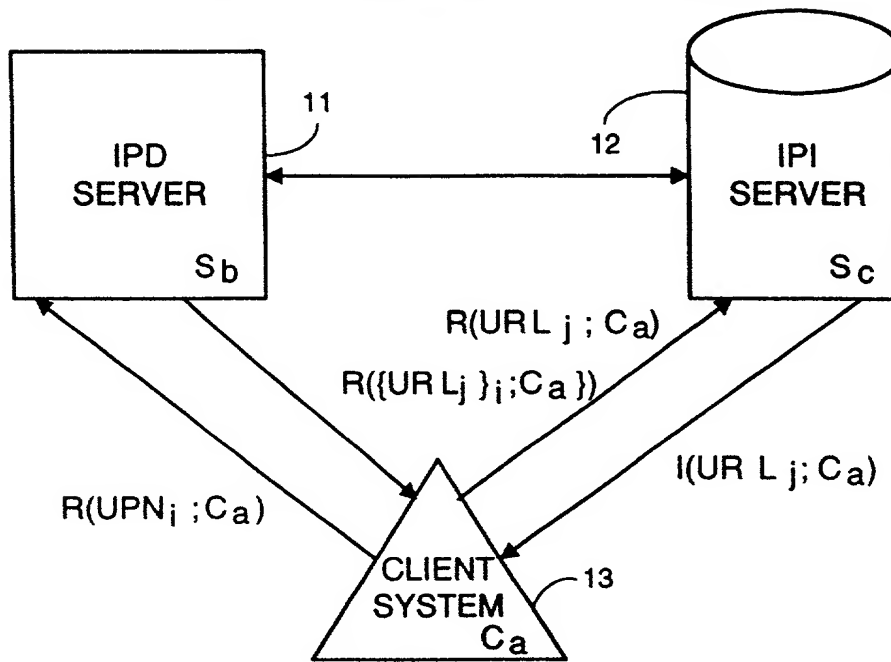


FIG. 5C

# TRADE - MARK DIRECTED SEARCH MODE

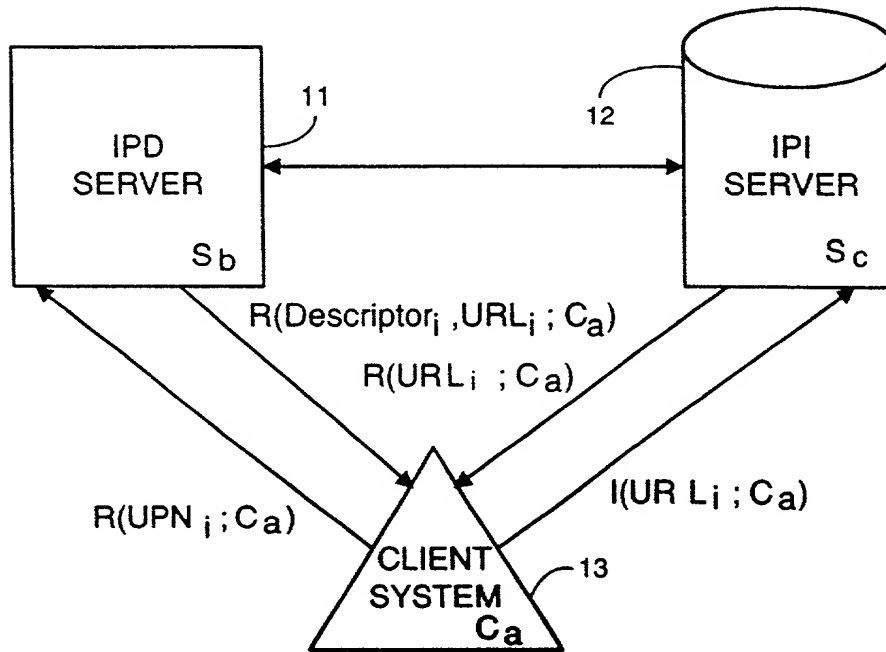


FIG. 5D



## PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

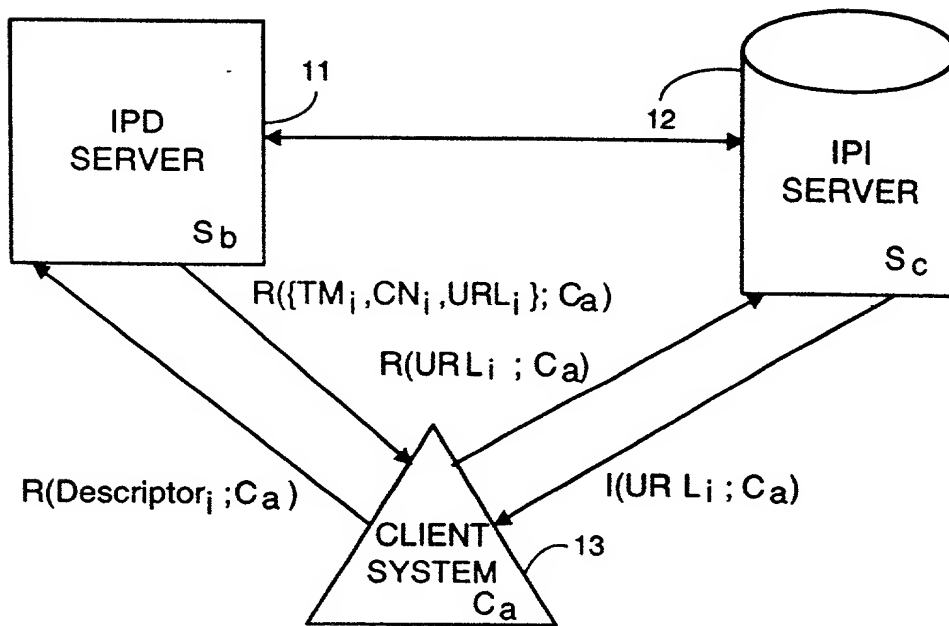


FIG. 5E

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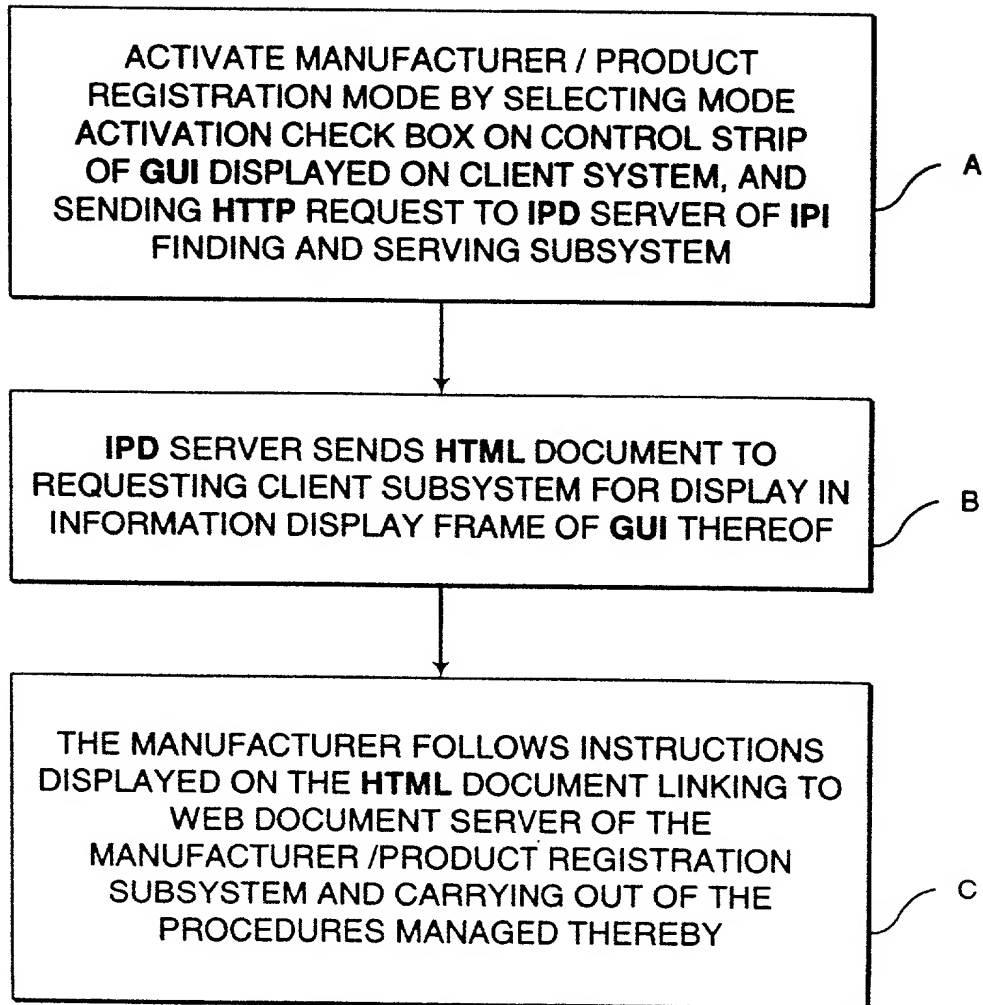


FIG. 6A

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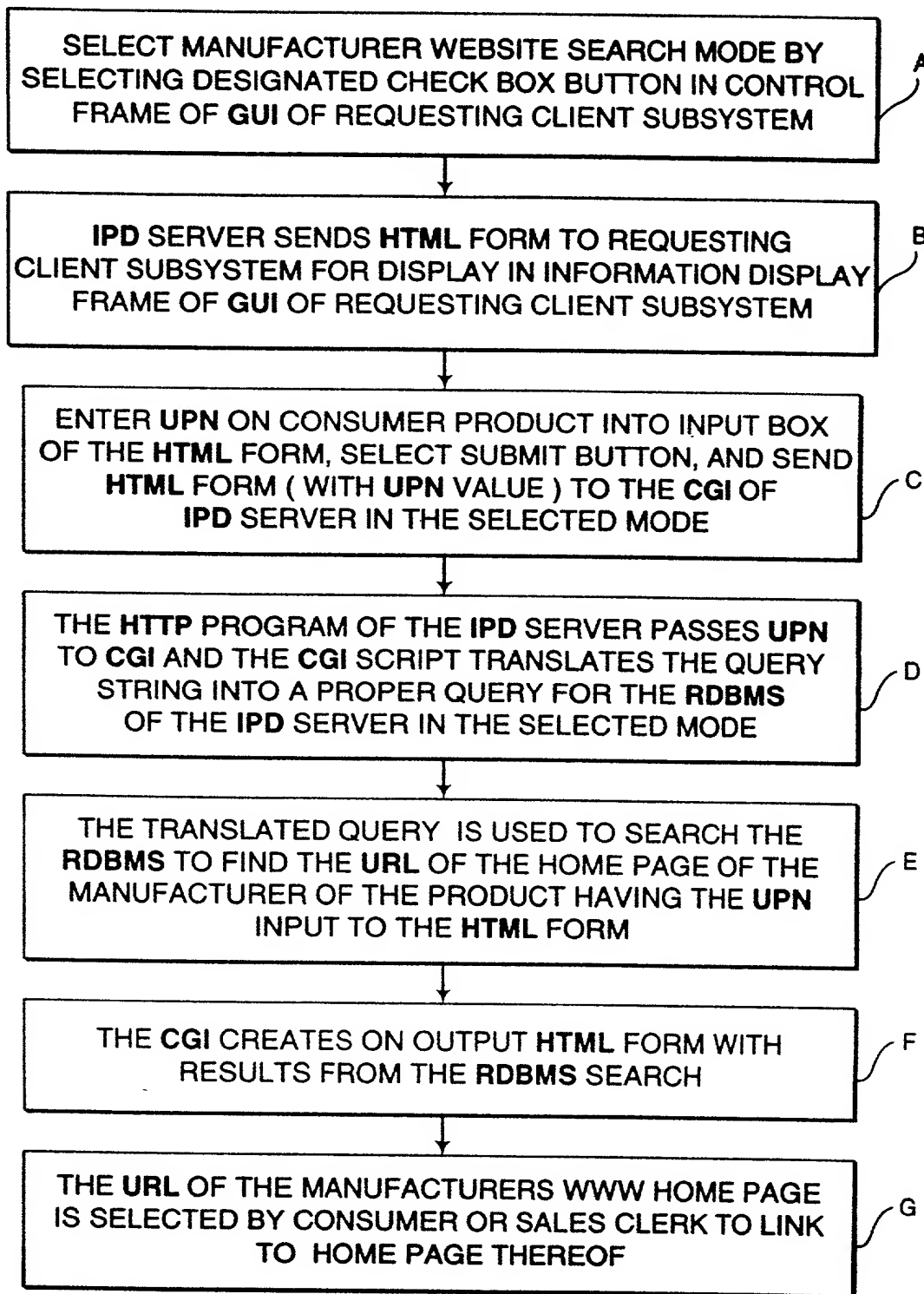


FIG. 6B

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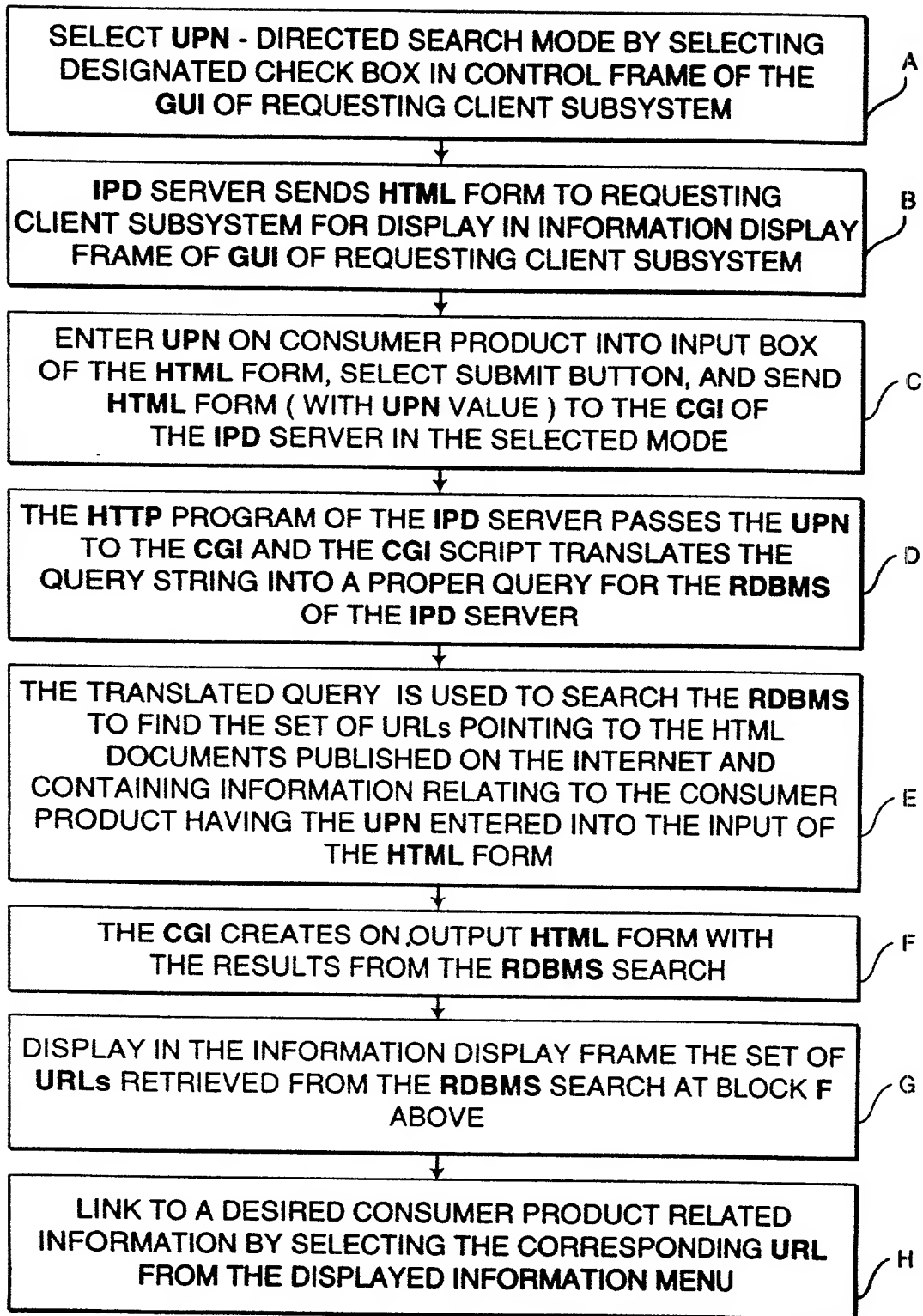


FIG. 6C

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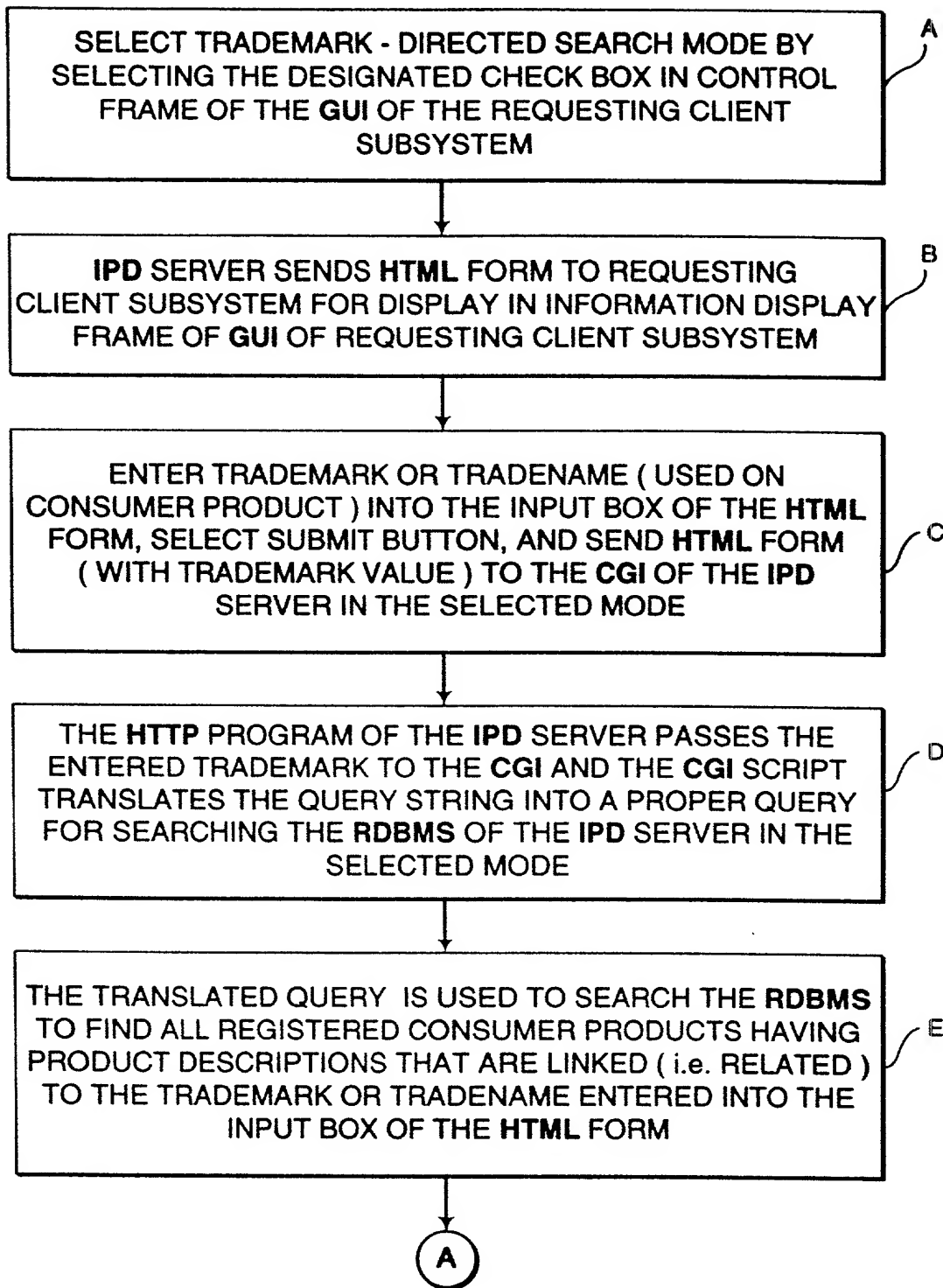


FIG. 6D1

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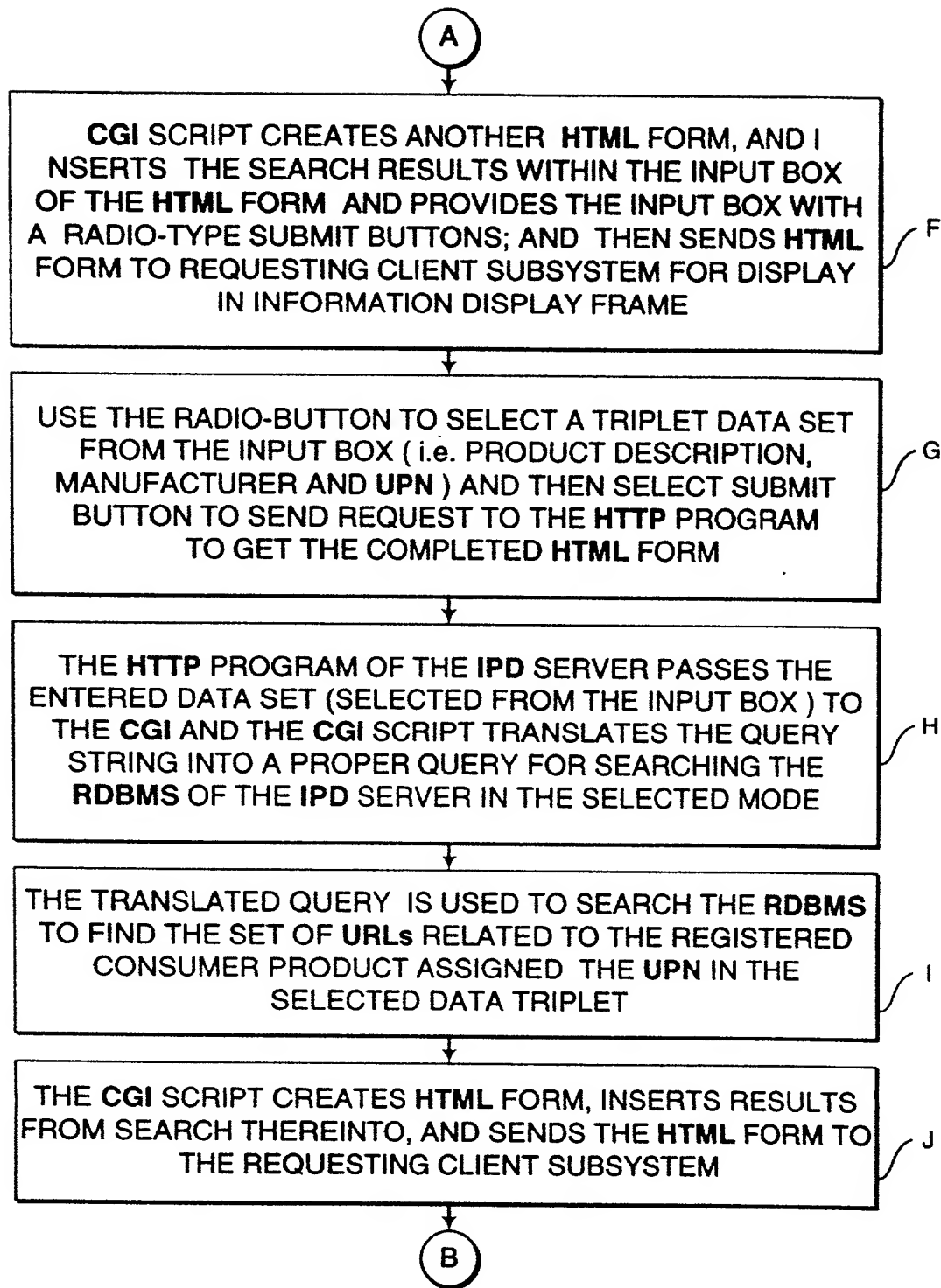


FIG. 6D2

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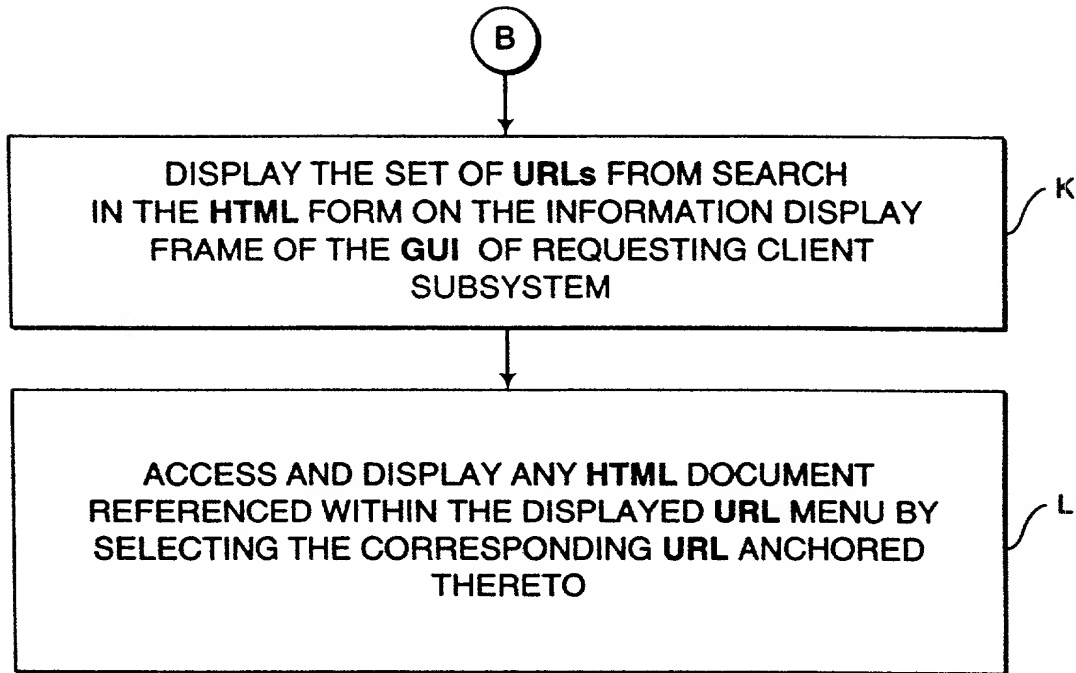


FIG. 6D3

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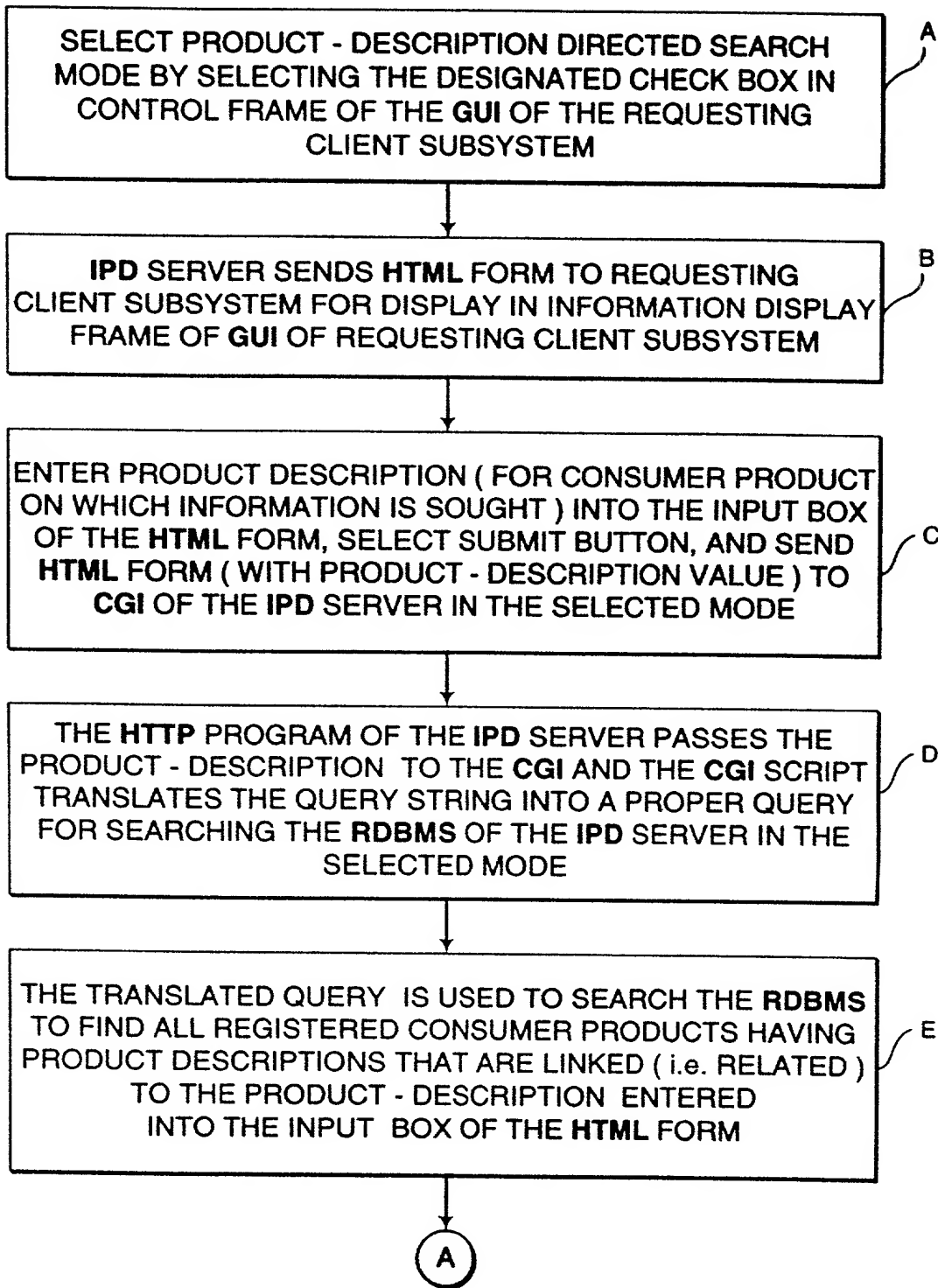


FIG. 6E1



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CGI SCRIPT CREATES ANOTHER **HTML** FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE **HTML** FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS **HTML** FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX ( i.e. **TRADEMARK** , **MANUFACTURER** AND **UPN** ) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE **HTTP** PROGRAM TO GET THE COMPLETED **HTML** FORM

G

THE **HTTP** PROGRAM OF THE **IPD** SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX ) TO THE **CGI** AND THE **CGI** SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE **RDBMS** OF THE **IPD** SERVER IN THE SELECTED MODE

H

THE TRANSLATED QUERY IS USED TO SEARCH THE **RDBMS** TO FIND THE SET OF **URLs** RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE **UPN** IN THE SELECTED DATA TRIPLET

I

THE **CGI** SCRIPT CREATES **HTML** FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE **HTML** FORM TO THE REQUESTING CLIENT SUBSYSTEM

J



FIG. 6E2

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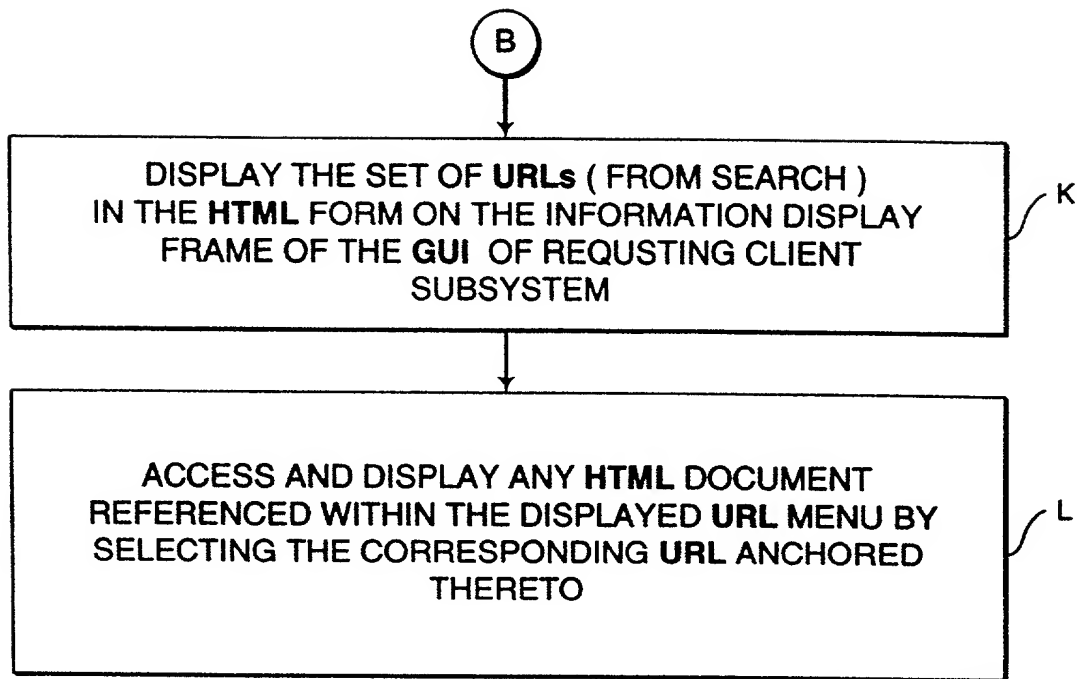
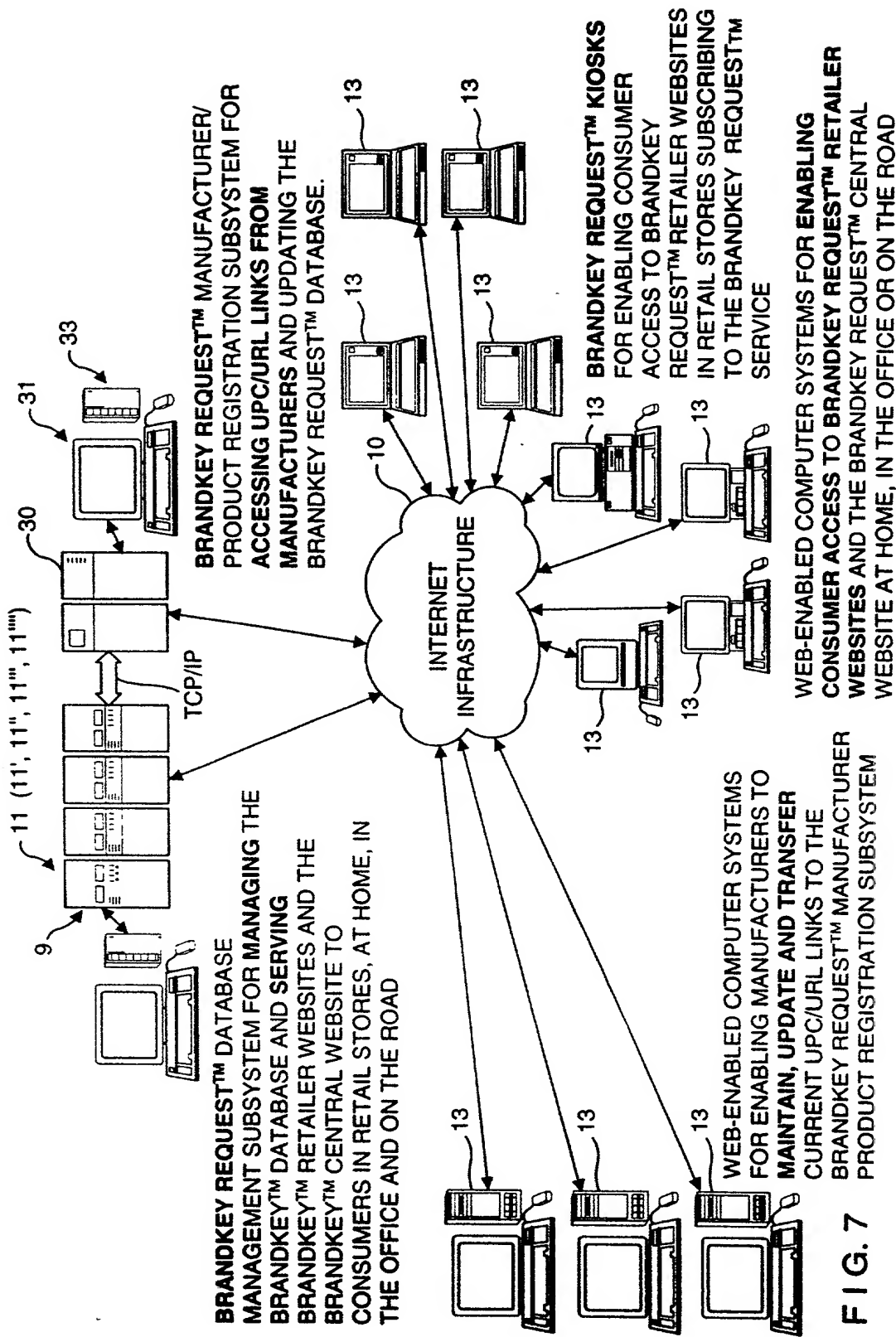


FIG. 6E3



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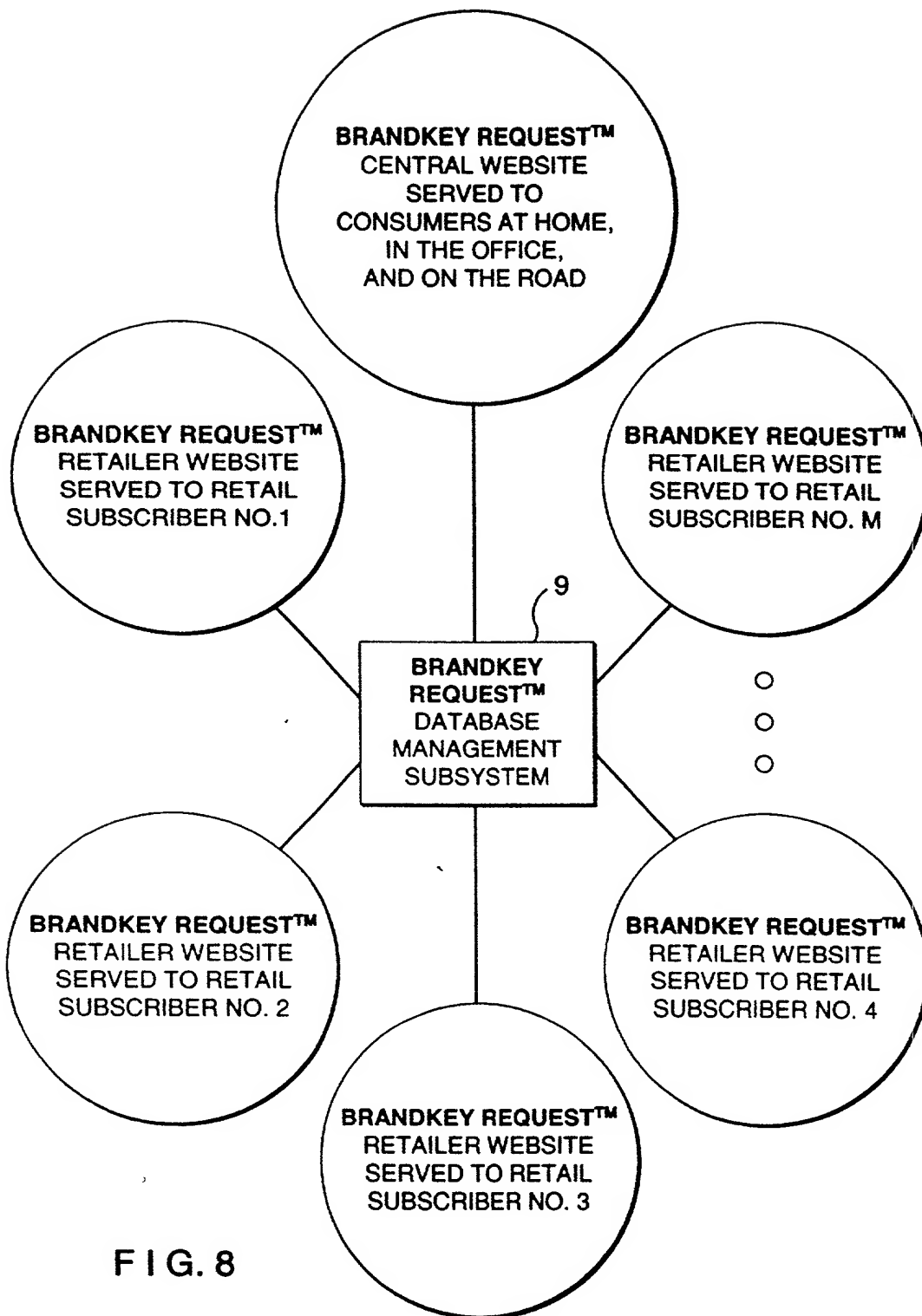


FIG. 8

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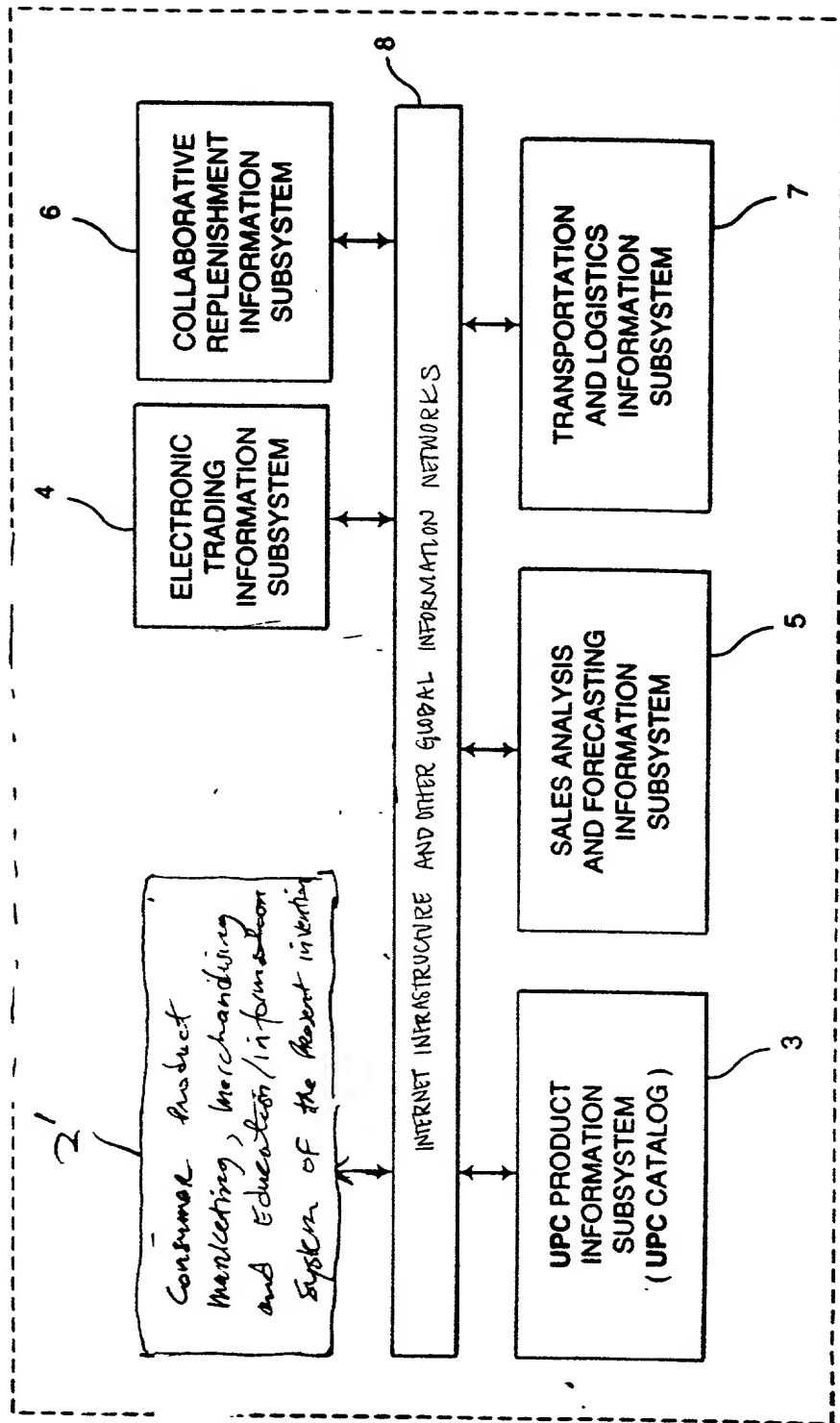


FIG. 9

SECOND ILLUSTRATIVE EMBODIMENT

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2' (2")

CPI Link  
creation, management  
and Transport  
Subsystem (501)

Manufacturer  
Registration and  
UPN/TM/PD/URL  
LCMT Server

Consumer Product  
Promotion  
Marketing,  
Programming  
management and  
delivery  
Subsystem (503)

507

Product  
Advertisement  
Marketing/  
Sales/mgmt.  
Web (http)  
Server

UPN-Indexed  
ROBMS FOR  
Consumer product  
Related  
Information Links  
(UPN/TM/PD/URLs)

Product  
Promotion  
Marketing/  
Sales/mgmt.  
Web (http)  
Server

Consumer product  
Advertisement  
Marketing,  
Programming  
and display  
Subsystem (502)

CPI Kiosk  
Ordering/Configuration  
Deployment/mgmt.  
Web  
Server

506

CPI Kiosk  
Configuration;  
Deployment, Management  
and access  
Subsystem (504)

91

FIG 9A

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FIG. 10A

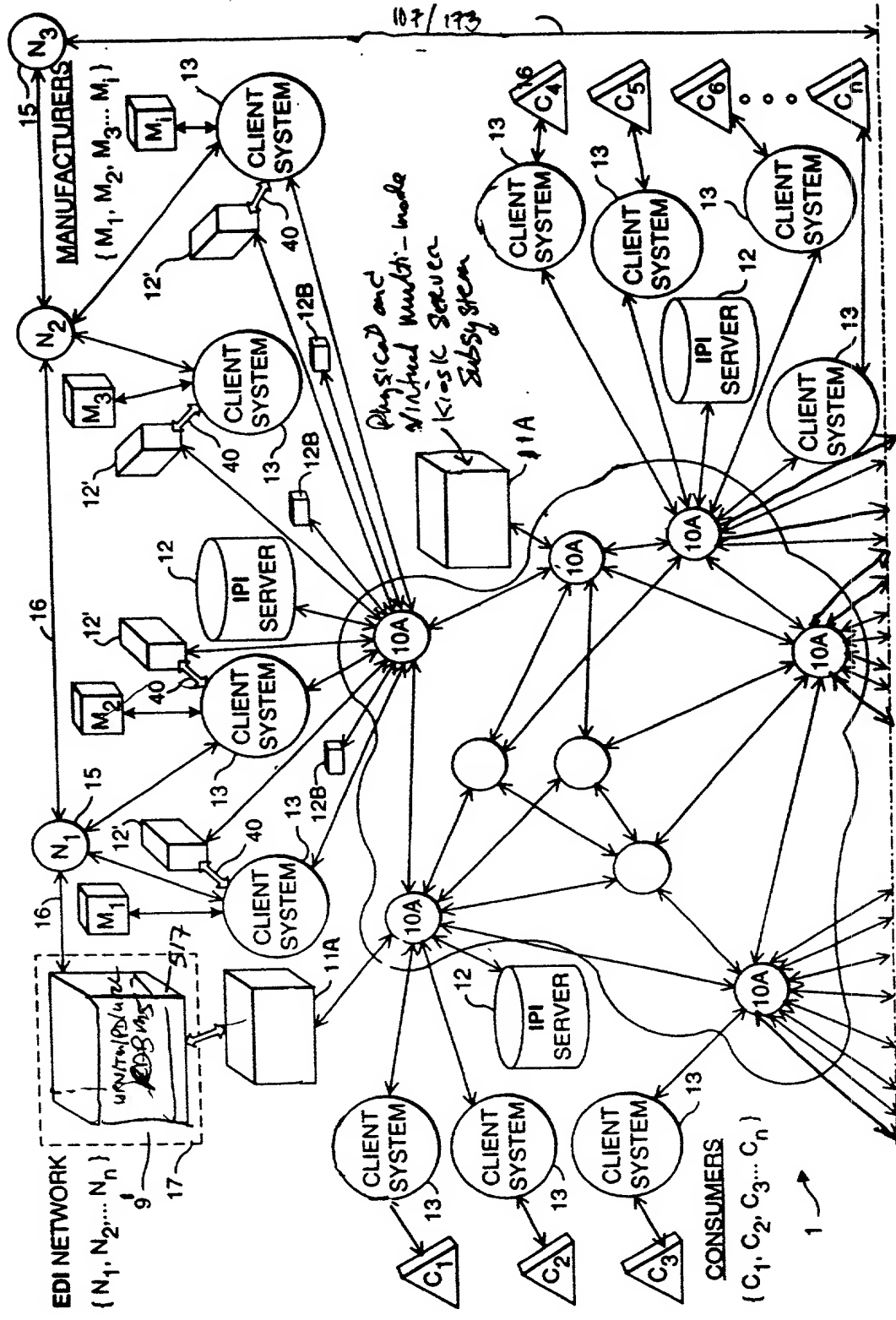
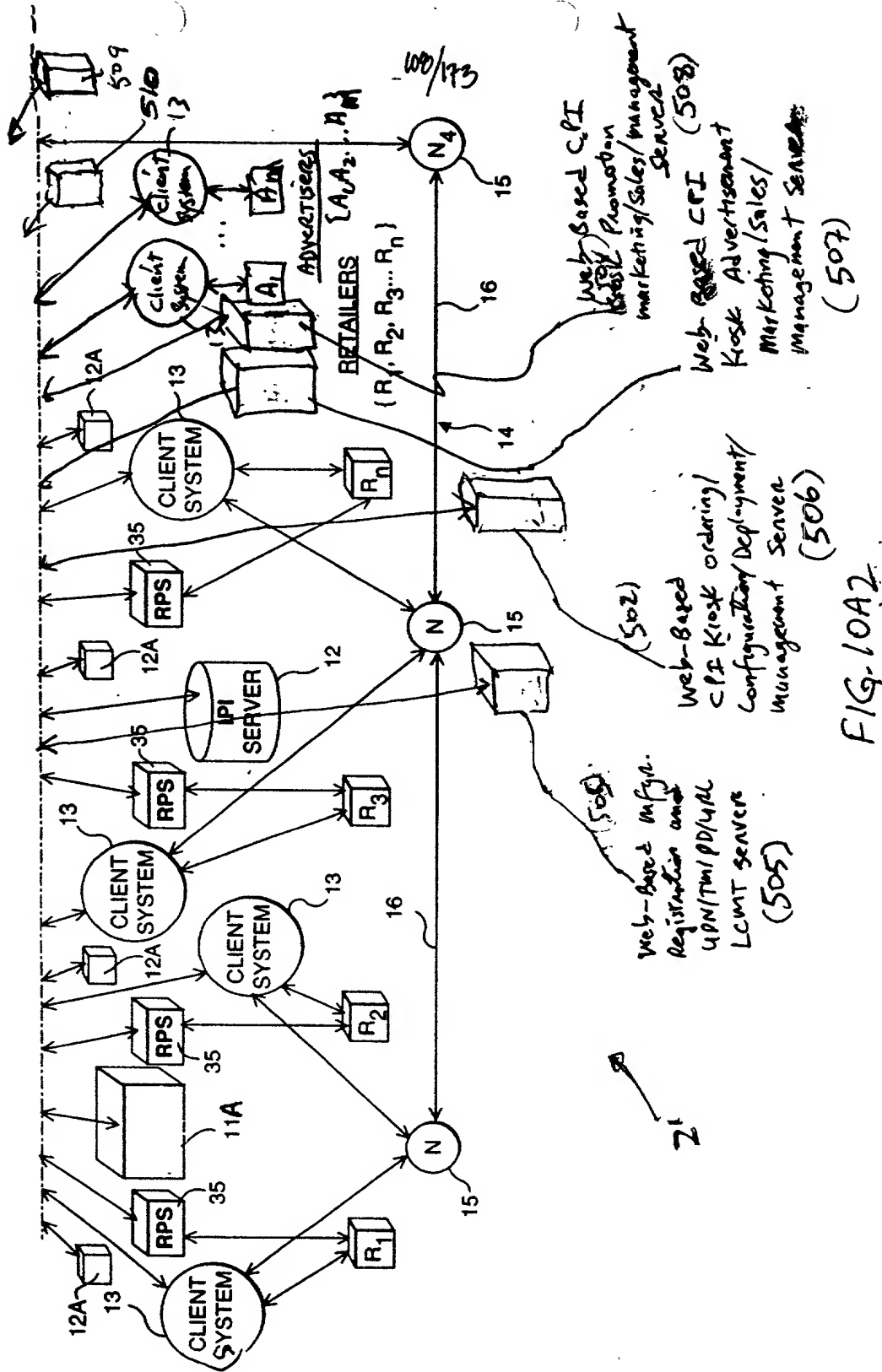


FIG 10A1







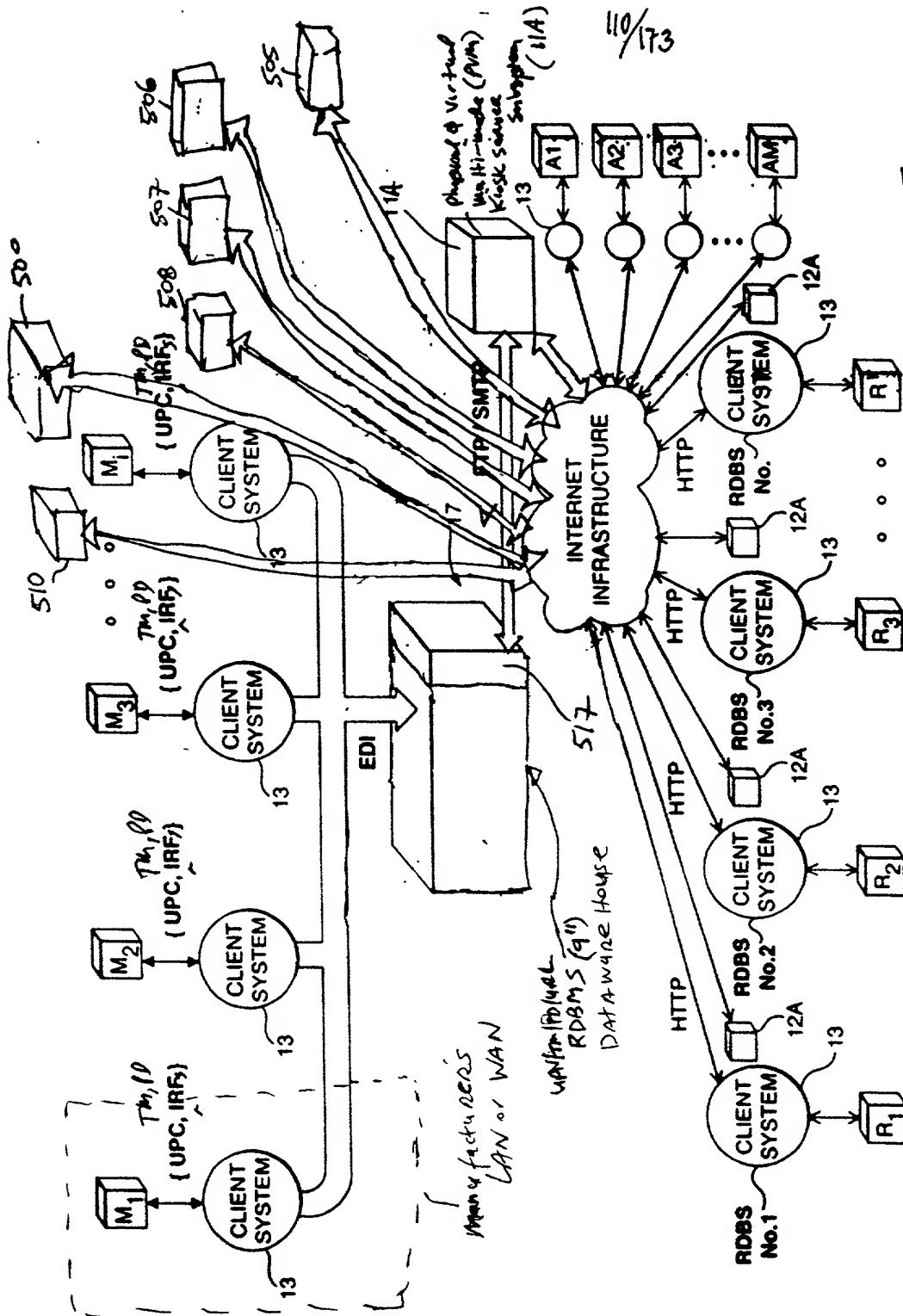


FIG. 12

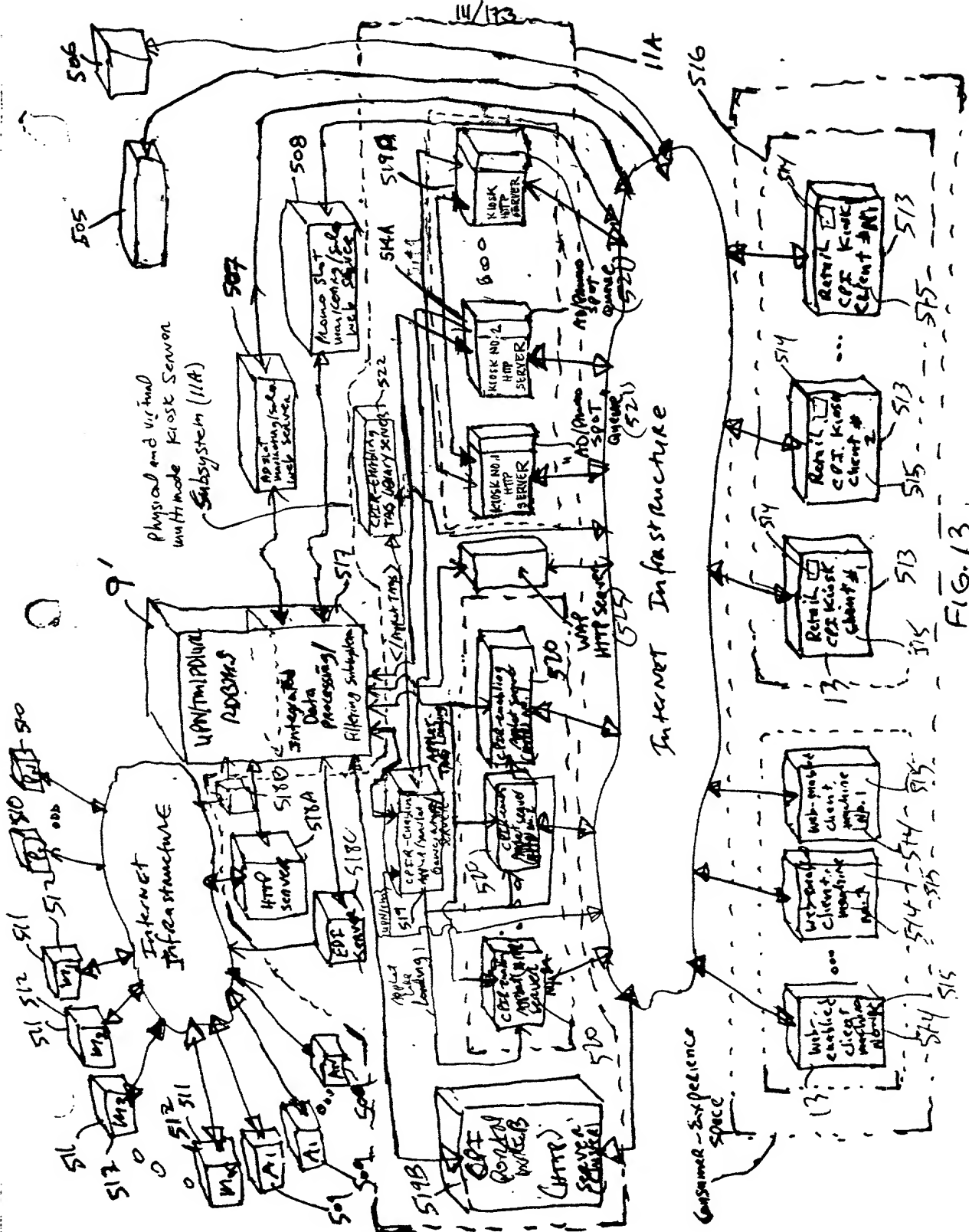
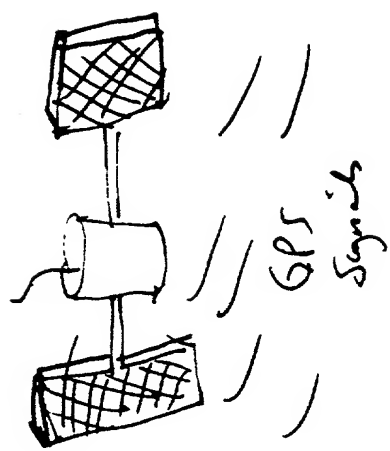


FIG. 13



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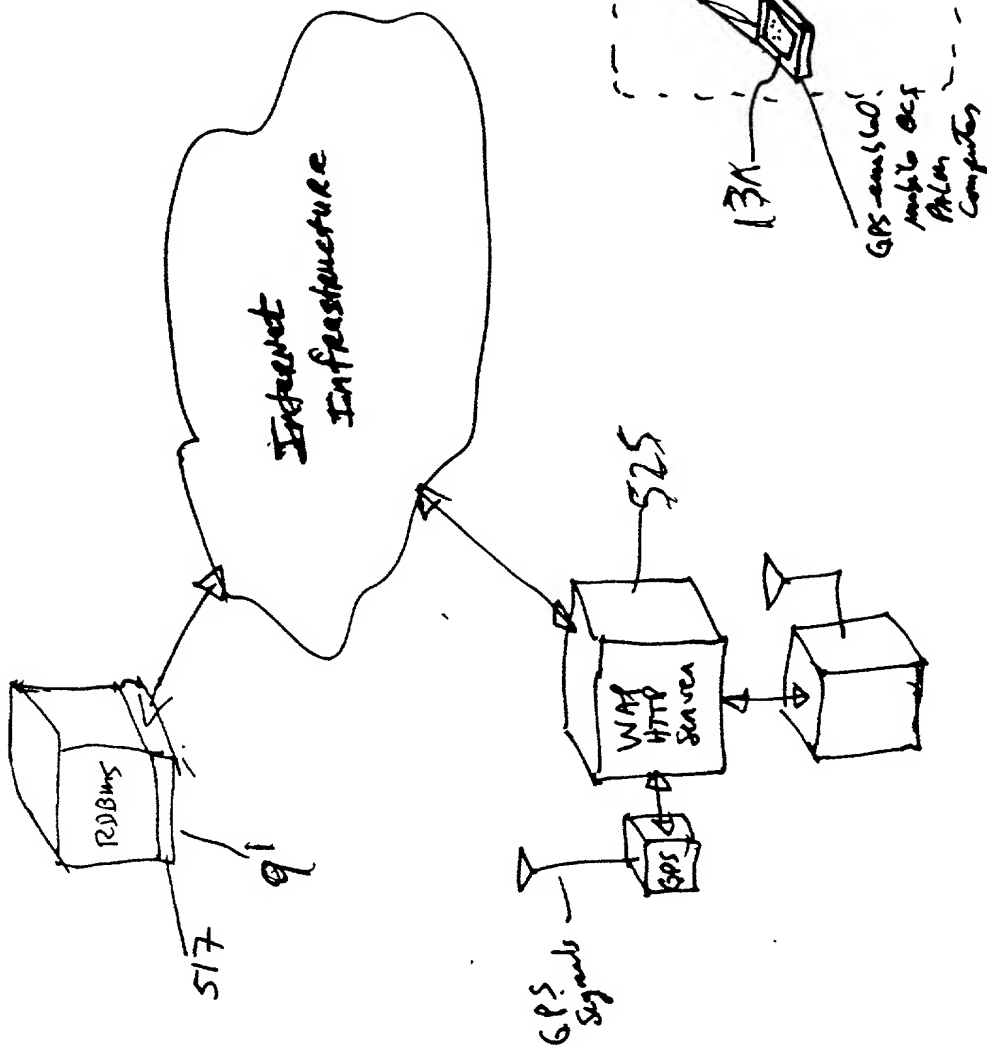


FIG. 14

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Structure: ~~XXXXXXXXXX~~

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mgmt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

Structure: UPN/URL Management SW License

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

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Structure: ~~Consumer~~ Product

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Lease Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG 15C

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Structure: **Information System**

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Svcce	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns To Mfr	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs About Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #10	Alpha 20	Enterable; Modifiable
URL for Direct Mfr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #1	Alpha 20	Enterable; Modifiable
URL for Product Retailer #2	Alpha 20	Enterable; Modifiable
URL for Product Retailer #3	Alpha 20	Enterable; Modifiable
URL for Product Retailer #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #5	Alpha 20	Enterable; Modifiable
URL for Product Retailer #6	Alpha 20	Enterable; Modifiable
URL for Product Retailer #7	Alpha 20	Enterable; Modifiable

FIG. 15D1

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URL for Product Retailer #8	Alpha 20	Enterable; Modifiable
URL for Product Retailer #9	Alpha 20	Enterable; Modifiable
URL for Product Retailer #10	Alpha 20	Enterable; Modifiable
URL for Product Retailer #11	Alpha 20	Enterable; Modifiable
URL for Product Retailer #12	Alpha 20	Enterable; Modifiable
URL for Product Retailer #13	Alpha 20	Enterable; Modifiable
URL for Product Retailer #14	Alpha 20	Enterable; Modifiable
URL for Product Retailer #15	Alpha 20	Enterable; Modifiable
URL for Product Retailer #16	Alpha 20	Enterable; Modifiable
URL for Product Retailer #17	Alpha 20	Enterable; Modifiable
URL for Product Retailer #18	Alpha 20	Enterable; Modifiable
URL for Product Retailer #19	Alpha 20	Enterable; Modifiable
URL for Product Retailer #20	Alpha 20	Enterable; Modifiable
URL for Complementary Product 1	Alpha 20	Enterable; Modifiable
URL for Complementary Product 2	Alpha 20	Enterable; Modifiable
URL for Complementary Product 3	Alpha 20	Enterable; Modifiable
URL for Complementary Product 4	Alpha 20	Enterable; Modifiable
URL for Complementary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #3	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #4	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfr.Suggstd Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

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Structure: Retailer

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2N Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-Mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

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Structure: Mfr./Retailer Relationships

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer #1 ID No.	Alpha 20	Enterable; Modifiable
Retailer #2 ID No.	Alpha 20	Enterable; Modifiable
Retailer #3 ID No.	Alpha 20	Enterable; Modifiable
Retailer #4 ID No.	Alpha 20	Enterable; Modifiable
Retailer #5 ID No.	Alpha 20	Enterable; Modifiable
Retailer #6 ID No.	Alpha 20	Enterable; Modifiable
Retailer #7 ID No.	Alpha 20	Enterable; Modifiable
Retailer #8 ID No.	Alpha 20	Enterable; Modifiable
Retailer #9 ID No.	Alpha 20	Enterable; Modifiable
Retailer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer

Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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## Structure: Advertiser

Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent For Retailer #1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Indexed; Enterable; Modifiable

FIG. 15 I

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Structure: Promoter

Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #1	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #2	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #3	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #4	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #5	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #6	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mgr. #9	Alpha 20	Enterable; Modifiable
Total # Mgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #1	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #2	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #3	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #4	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #5	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #6	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #7	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #8	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #9	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

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Structure: Physical Kiosk

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Monday	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K

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## Structure: Retailer Physical Store

Retail ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable

FIG. 15L

## Structure: Physical Kiosk HTTP Server

Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

## Structure: Retailer's Physical Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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## Structure: Physical Kiosk E-Mail

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

## Structure: Physical Kiosk User Activity

Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

## Structure: Ad Spot Order -Virtual Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisemen	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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**Structure: Ad Spot Order-- Physical Kiosk**

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

**Structure: Promo Spot Order- Physical Kiosk**

UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 30	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S



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Structure: Physical Kiosk Ad Campaign

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No.1	Alpha 20	Enterable; Modifiable
Ad Spot ID No.2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No.4	Alpha 20	Enterable; Modifiable
Ad Spot ID No.5	Alpha 20	Enterable; Modifiable
Ad Spot ID No.6	Alpha 20	Enterable; Modifiable
Ad Spot ID No.7	Alpha 20	Enterable; Modifiable
Ad Spot ID No.8	Alpha 20	Enterable; Modifiable
Ad Spot ID No.9	Alpha 20	Enterable; Modifiable
Ad Spot ID No.10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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## Structure: Virtual Kiosk

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (eg. retailer, mfg., et al.)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
AD Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 V

## Structure: CPIR-enabling Applet

CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 W

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Structure: Retailer E-Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 X

Structure: Retailer's Virtual Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Y

Structure: Virtual Kiosk E-Mail

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Z

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15AA

Structure: Promo Spot Order--Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15BB

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Structure: Virtual Kiosk Promo Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign

Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered on Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit --Physical Kiosk

Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

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Structure: Ad Credit --Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FP

Structure: Promo Credit -- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit -- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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## Structure: Purchase at Physical Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 II

## Structure: Purchase at E-Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 JJ

## Structure: Retailer/Mfgr. E-Store Relation

Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 KK

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Structure: Mfr. Shelf/Aisle Rights		
P-Gosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
MIN of Mfr. #9	Alpha 20	Enterable; Modifiable
MIN of Mfr. #10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 LL

Structure: Mfr. E-Store Web-Page Rights		
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 MM

<sup>Mfr.</sup>  
(virtual shelf rights)  
2157



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**Modes of Information Service in the CPI Link Creation, Management and Transport Subsystem (501)**

- Registration of Manufacturer/Creation of Manufacturer Account
- Login by Manufacturer
- Download and Register UPN/TM/PD/URL Link
- Creation/Management/and Transport (LCMT) Software
- Installation and Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection and Customizing UPN/TM/PD/URL LCMT GUI Design-
  - Manufacturer Customization Options;
    - Default CPI Categories for Linked URL,
    - Custom CPI Categories for Linked URL
- On-Line Training for UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certification of Manufacturer's Product Advertising Agents
- Certification of Manufacturer's Product Promotional Agents

FIG. 16

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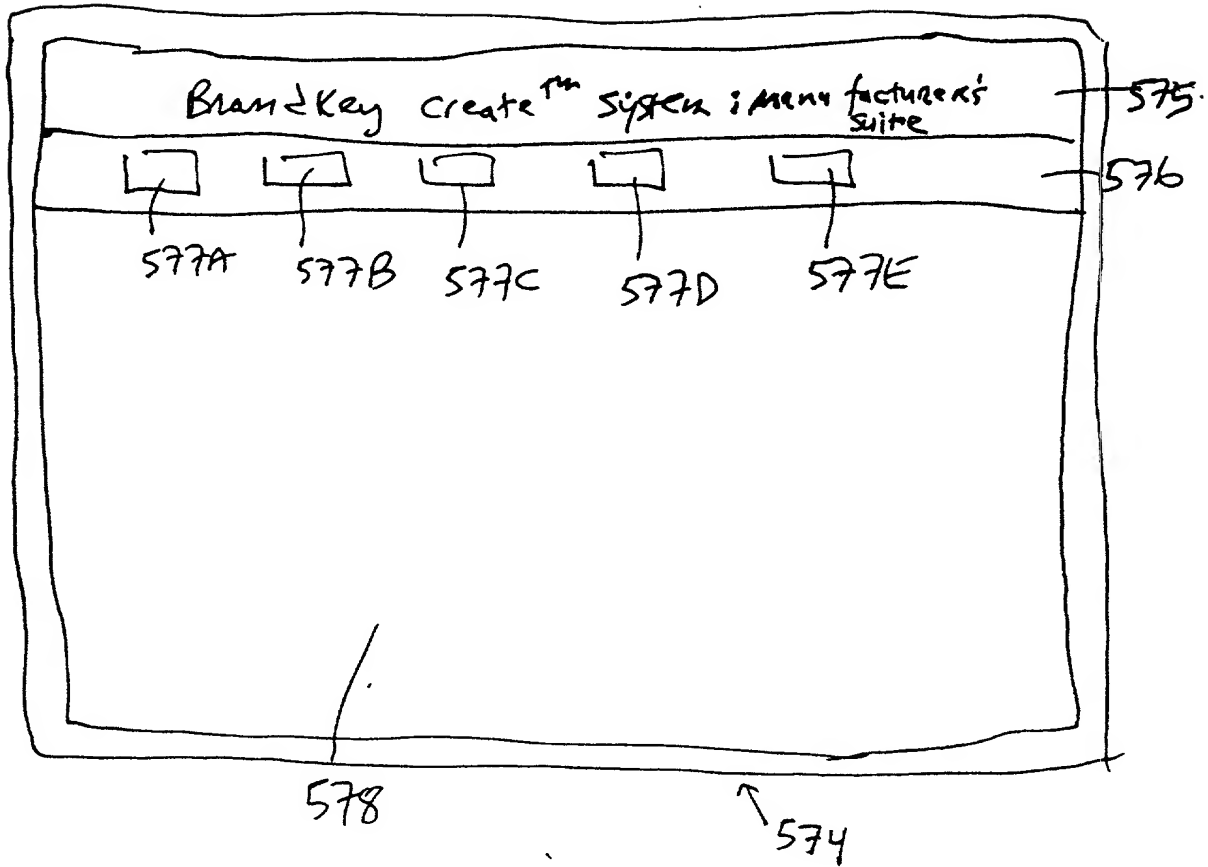
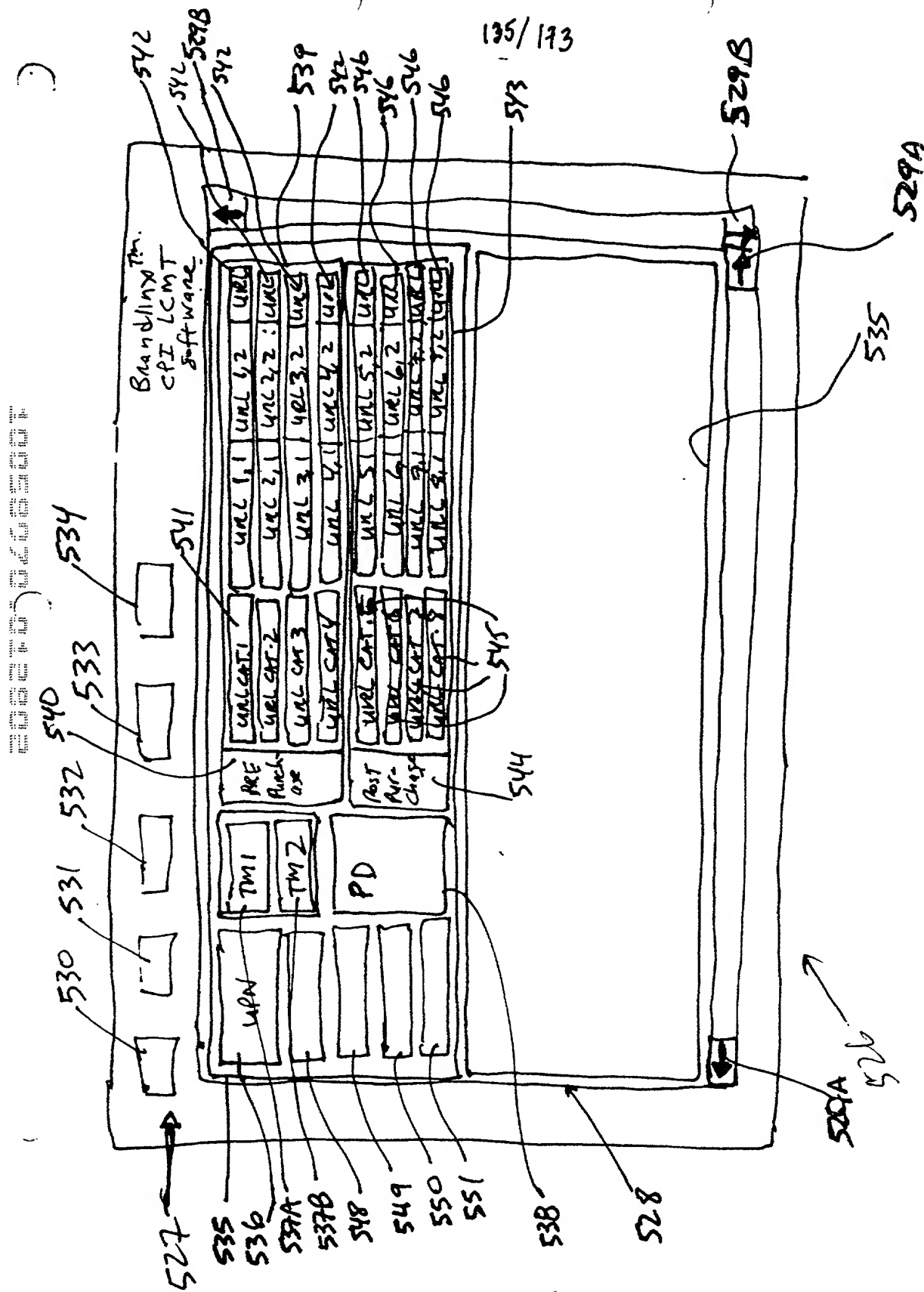
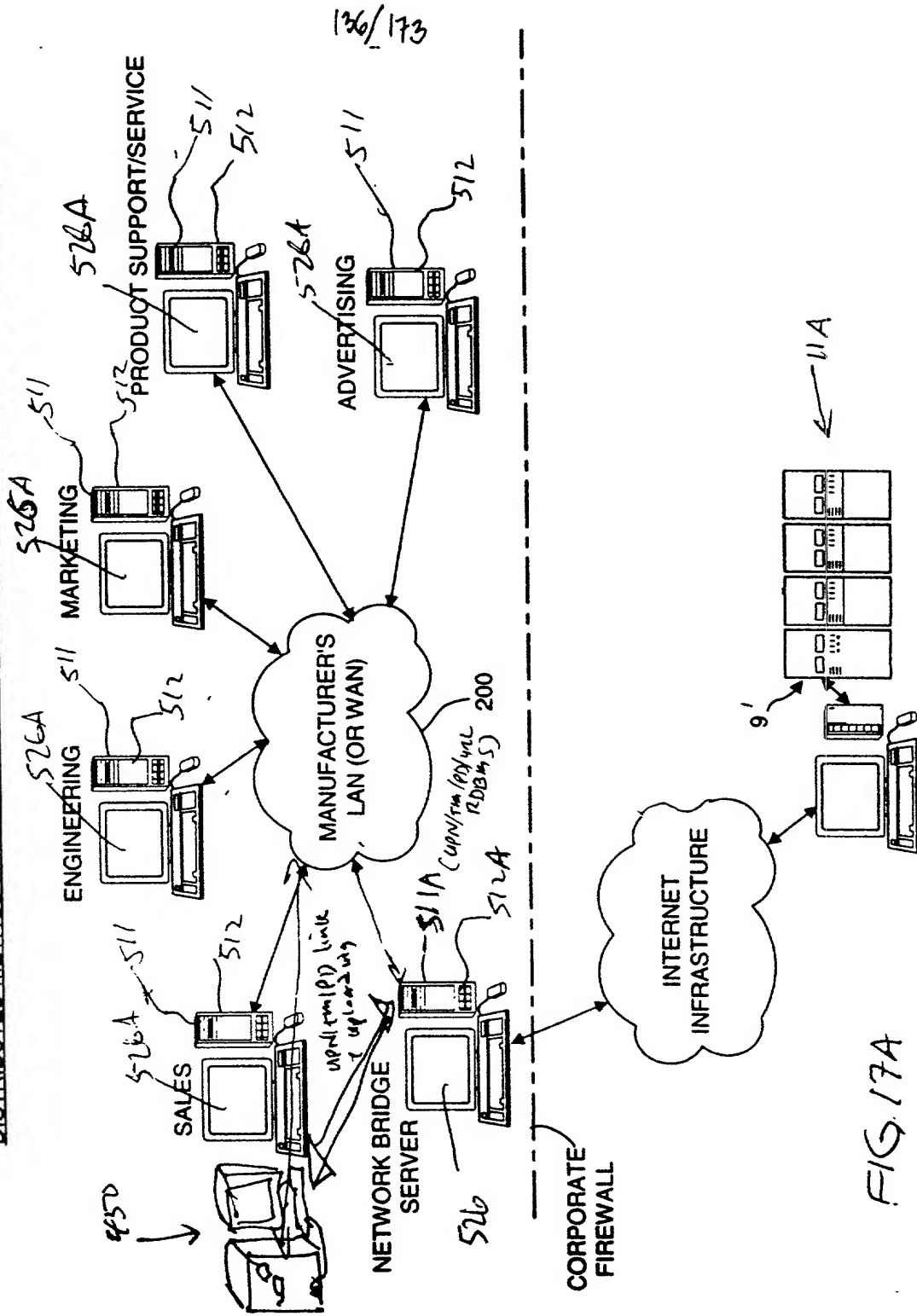


FIG. 16A



71917

# DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN



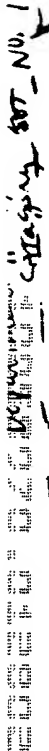
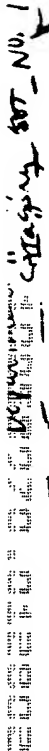
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FIG. 17A

11. The first part of the report is on the "Introduction" and the second part is on the "Conclusions".

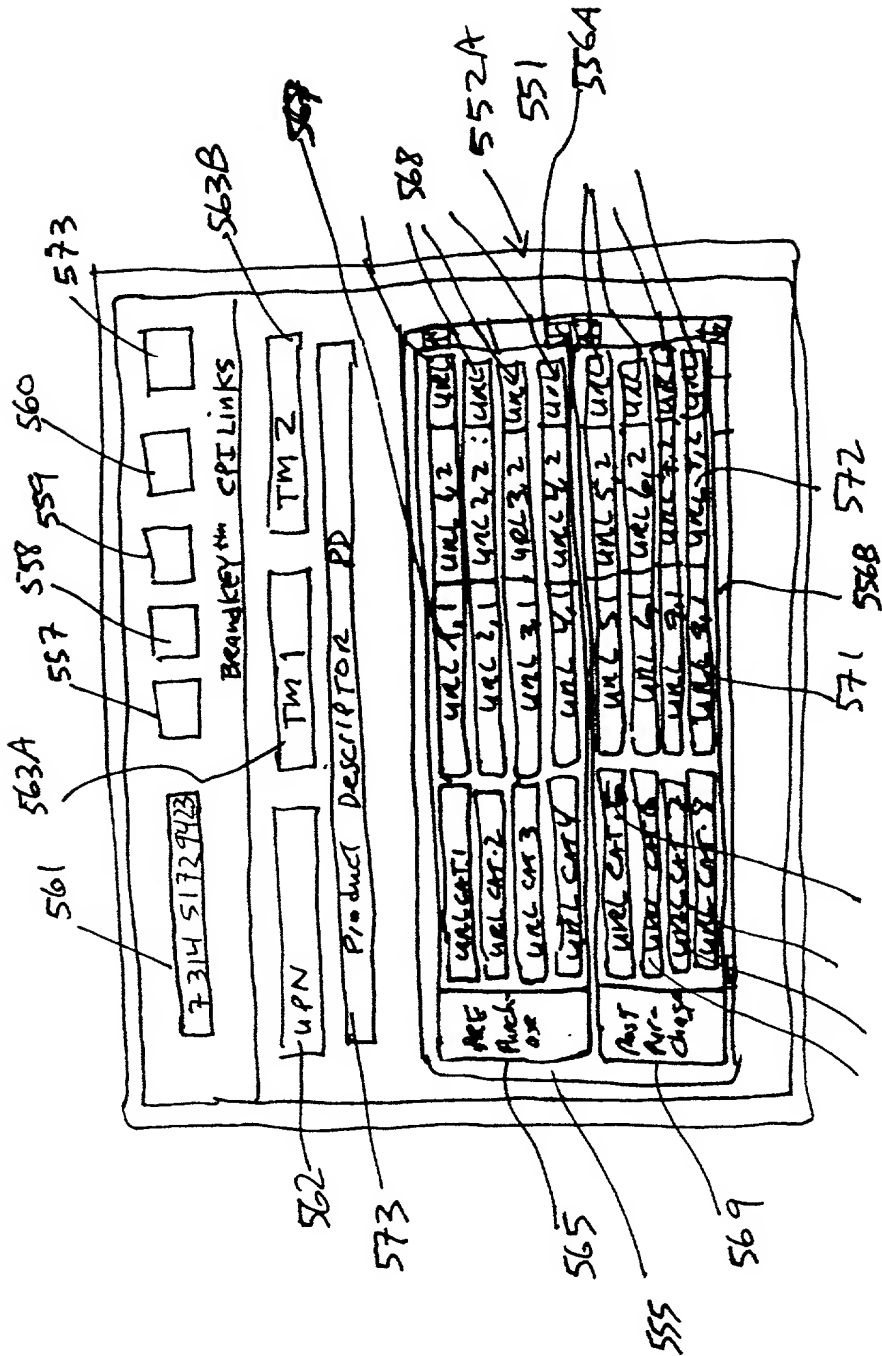
11. The first part of the report is on the "Introduction" and the second part is on the "Conclusions".

11. The first part of the report is on the "Introduction" and the second part is on the "Conclusions".



11. The first part of the report is on the "Introduction" and the second part is on the "Conclusions".

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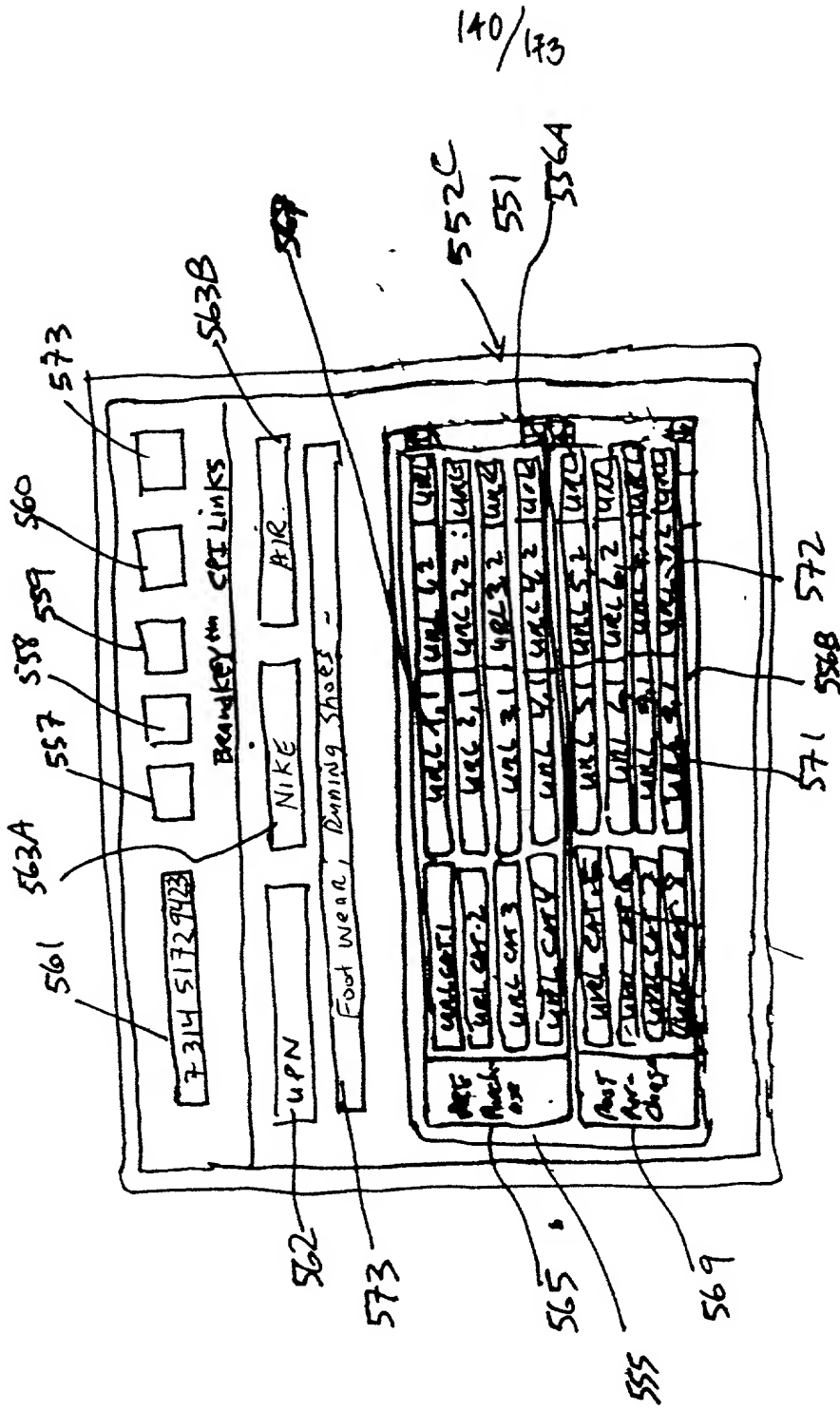
UPN-Directed  
Search Mode:  
Steps ~ Mode Selection, Data Entry +  
Review Display

FIG. 18A

← 552B



FIG. 18B1



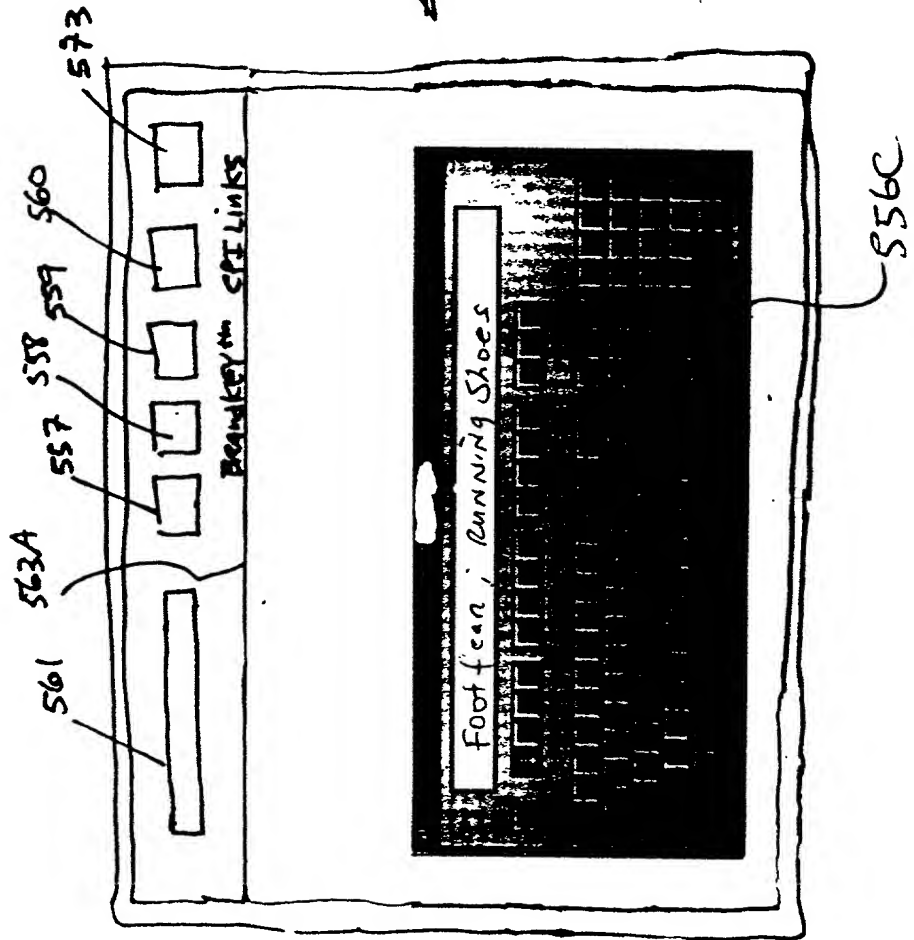
TM-Directed  
Search mode:  
Step 2 - Record selection  
& Display

FIG. 18B2



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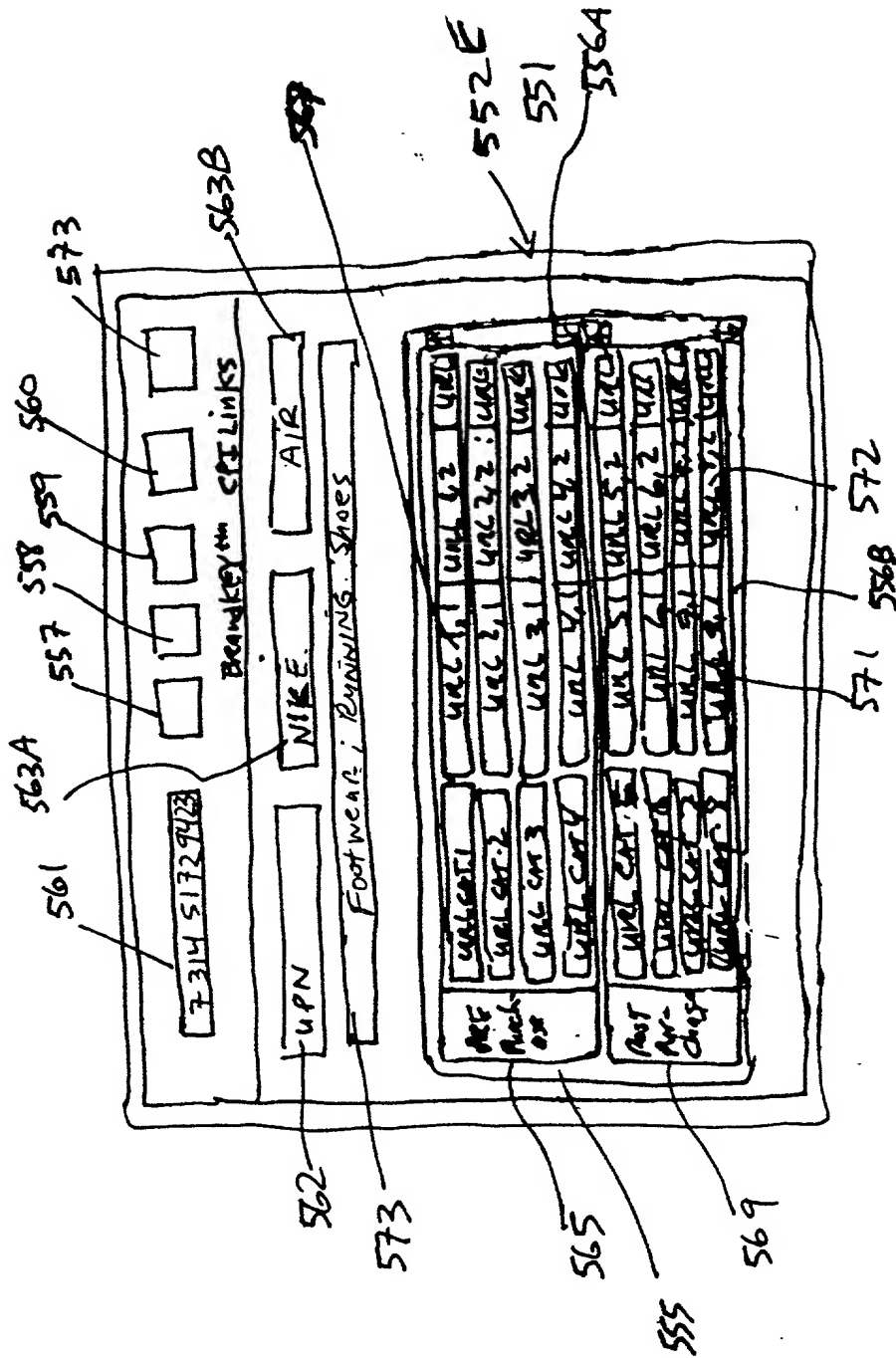
552D



PD-Directed  
Sketch Made:  
Step 1 - Made selection  
of Data entry

FIG. 18C1

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PD-directed  
Search mode  
Step 2: Record Selection  
& Display

FIG. 18CZ

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**Modes of Information Service in the CPI Kiosk Configuration, Deployment,  
Management and Access Subsystem (504)**

**Retailers (in physical and electronic streams of commerce)**

- Registration of Retailer/Creation of Retailer Account
- Log-in by Retailer
- Update and Display Kiosk Deployment Directory –
- Select/order Physical and Virtual Kiosk for Deployment:
  - Specify Location of Kiosk Installation and Deployment
  - Selection of Information Services delivered by Deployed EPI Kiosk
  - Selection and customization of CPI Design- Kiosk GUI Design
- Registration of Manufacturer's Physical Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Retailer's Advertising Agents
- Certification of Retailer's Product Promotional Agents
- Monitoring Performance of Registered Retailer Advertising Agents
- Monitoring Performance of registered Retailer Promotional Agents

**Consumers**

- Registration of Consumer (for Retailer-Issued Courtesy Cards)
- Display of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed in Retailer E-stores
  - Physical CPI Kiosks Deployed in Retailer P-Stores
  - Virtual CPI Kiosks Deployed on WWW
- Monitor consumer CPI E-Mail Transmissions from Subsystem

Fig. 19A

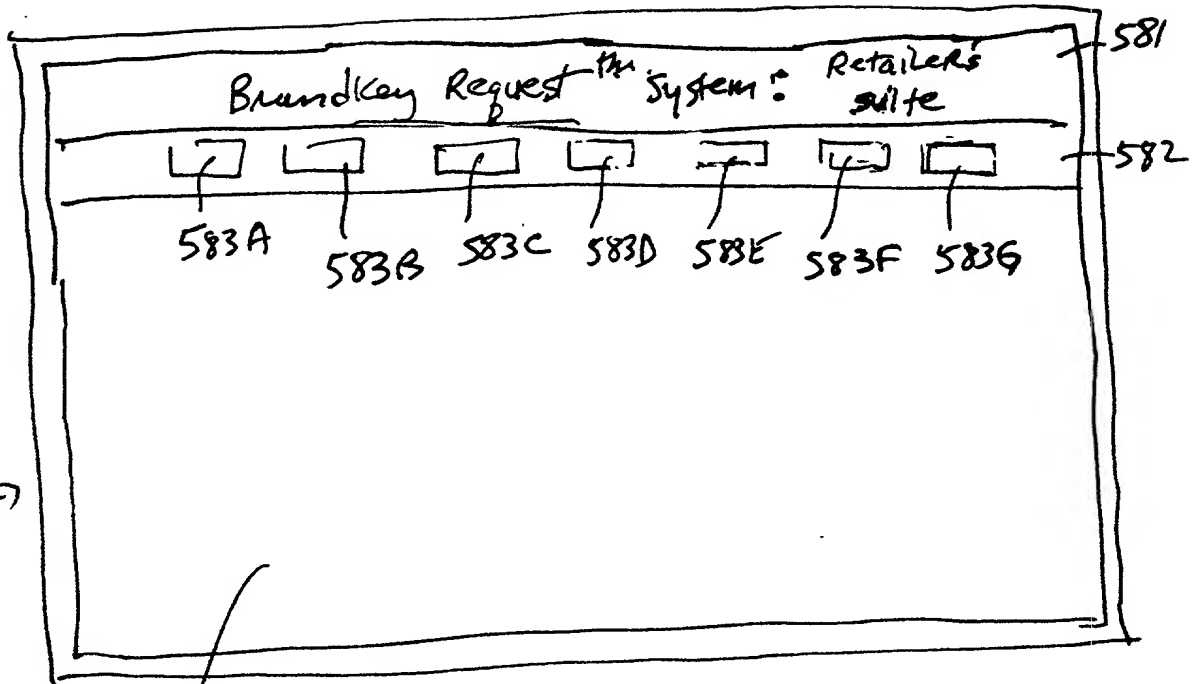
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**Manufacturer's (in electronic streams of commerce)**

- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
  - Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
  - Specify domain of Virtual kiosk Installation and Deployment
  - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
  - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

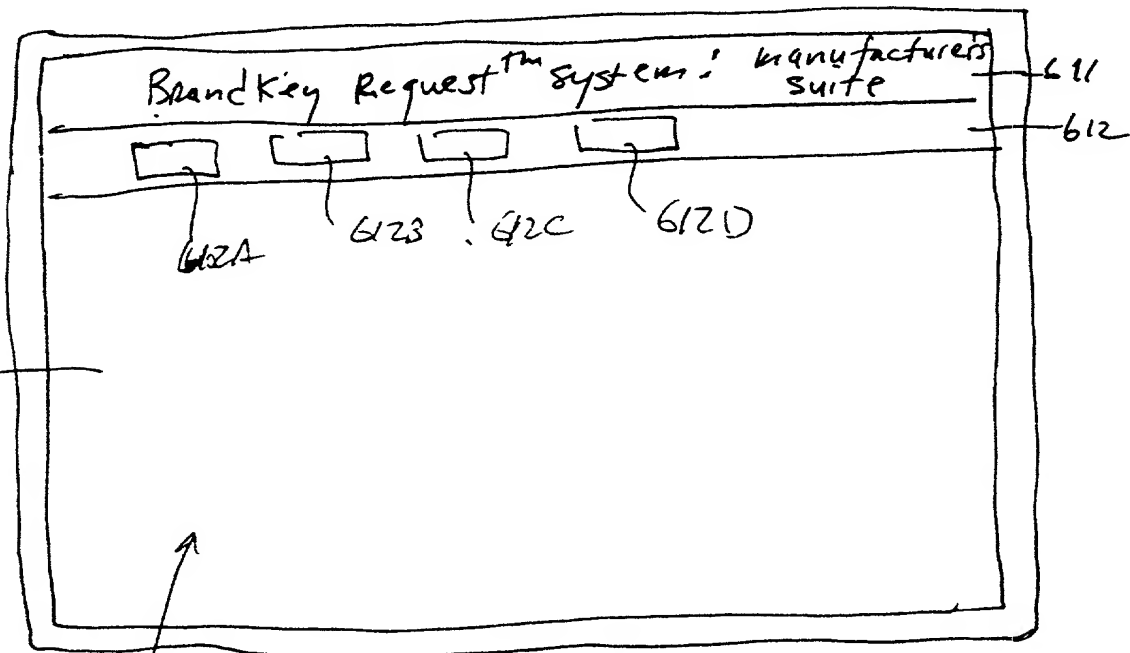
FIG 19B

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584

FIG. 20A



610

613

FIG 20B

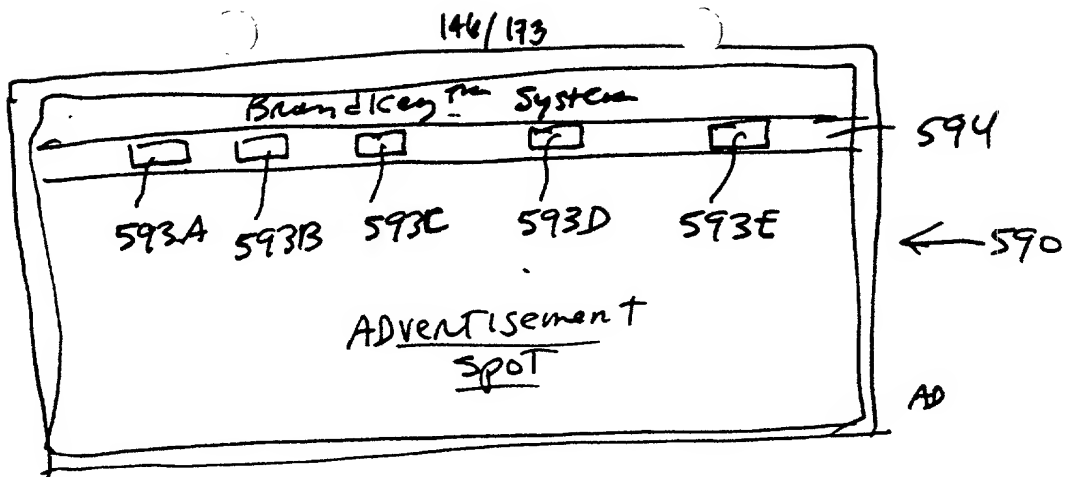


FIG. 21A

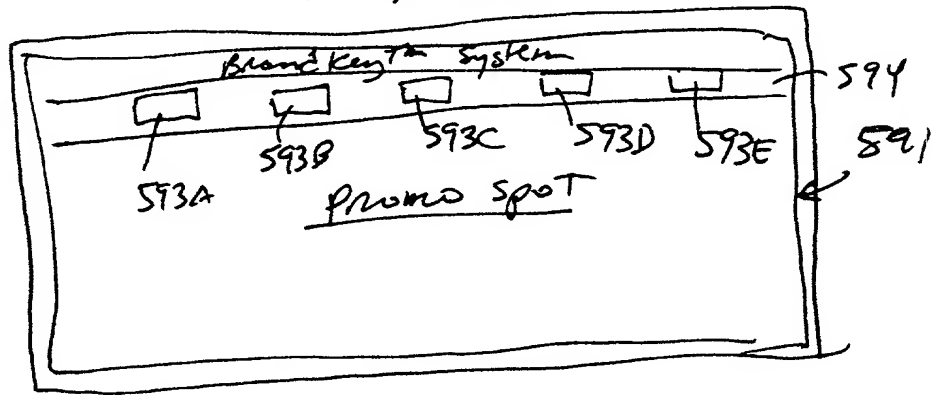


FIG. 21B

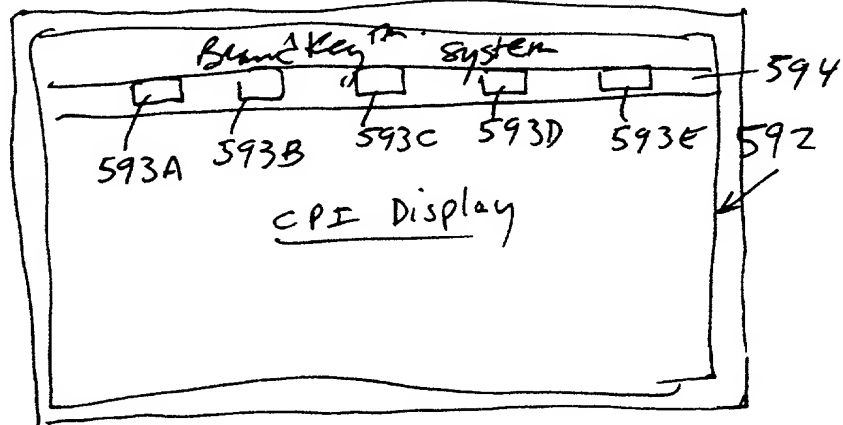


FIG. 21C

FIG. 22

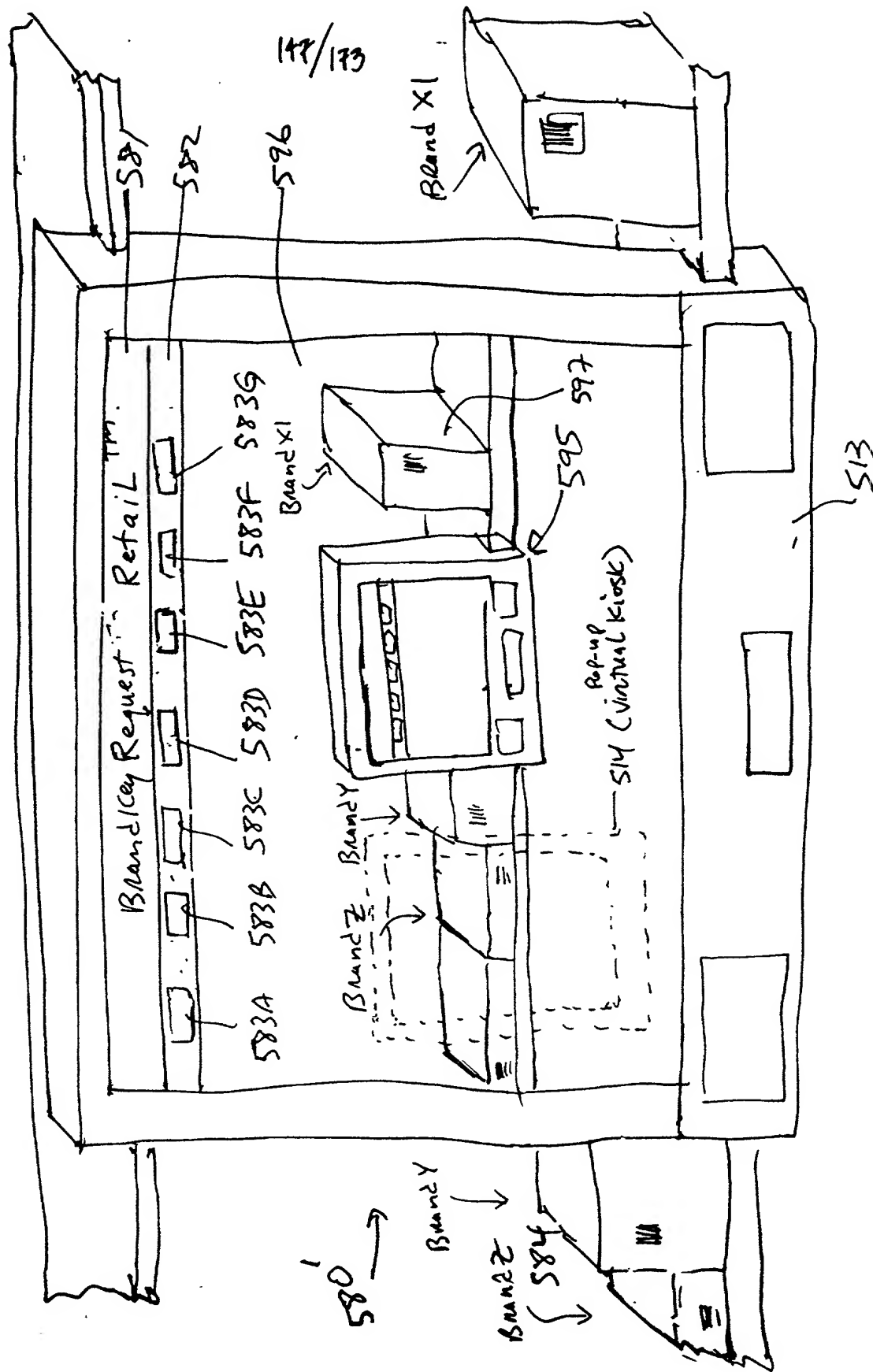


FIG. 22

FIG. 23

"Mfgn. Aisle/Shelf Reght/Pliv. Registration"

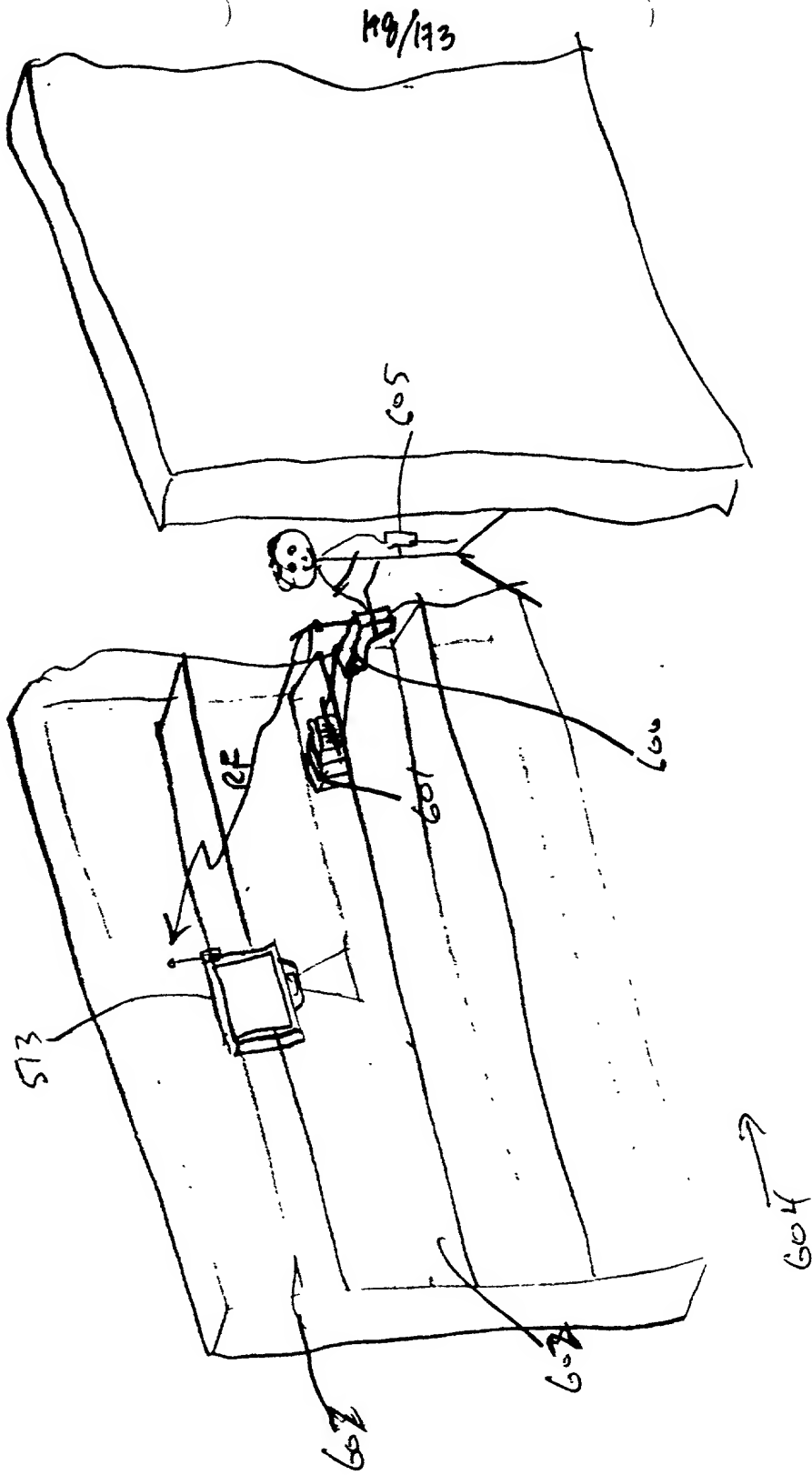


FIG. 23



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Induce CPI Kiosk into its "Manufacturers  
Aisle/Shelf Rights/Privileges" Registration  
Mode

Read the UPC symbol on each product  
in the aisle/shelf in which the kiosk  
is installed so as to register the  
product and/or manufacturer thereof  
as having aisle/shelf rights/privs.  
with respect to displaying ads and/or  
promotions on the kiosk

FIG. 24A

Induce CPI Kiosk into its  
"Manufacturers Aisle/Shelf Rights/  
Privs." Registration mode

Enter into the kiosk (or system) the  
trademark carried by each consumer  
product in the aisle/shelf in which  
the kiosk is installed so as to register  
the product and/or mfg. thereof as  
having aisle/shelf rights/privs. with respect  
to displaying ads and/or promotions on  
the kiosk

FIG. 24B

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY  
CONSUMERS FROM PHYSICAL RETAILER-BASED CPI KIOSKS IN ACCORDANCE  
WITH THE PRINCIPLES OF THE PRESENT INVENTION

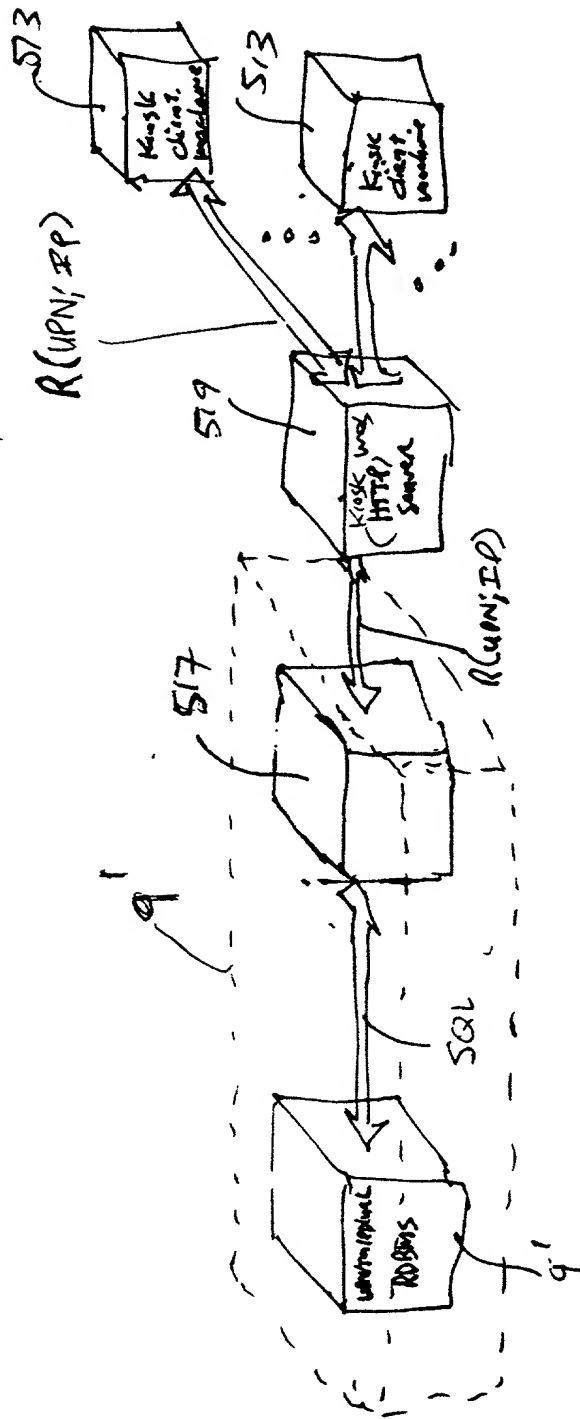


FIG. 25

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DATA Filtering on CPI Requests  
MADE FROM Physical KIOSKS Deployed in A Retailers Store

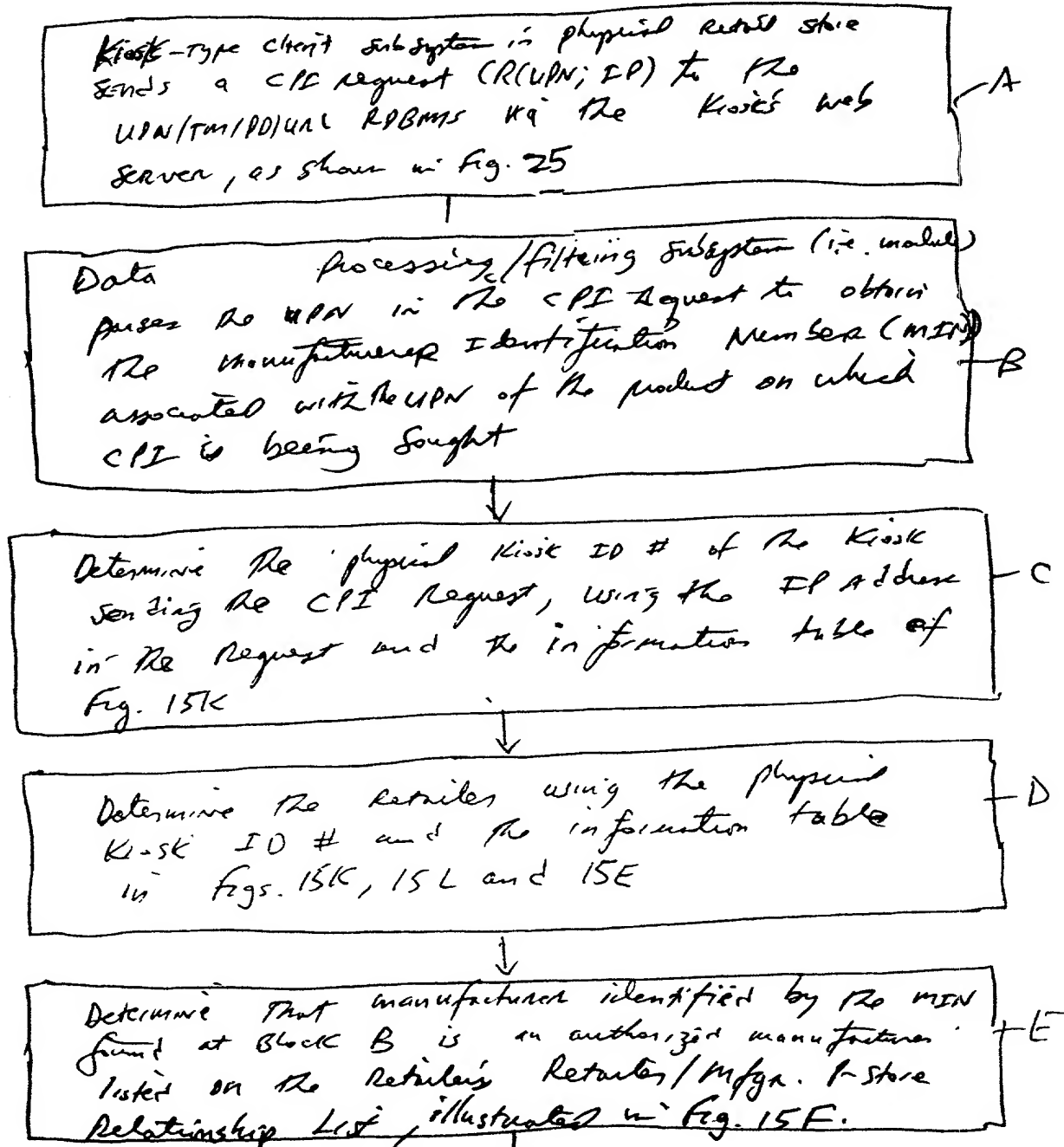


FIG. 26A (A)

(A)

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F

If manufacturer identified by the obtained MTN  
is on the Retailer/Mfgn. P-store Relationship  
List, then transmit CPI Search Results  
to the Kiosk-based client machine making the  
CPI Request

G

If manufacturer identified by the obtained MTN  
is not on the Retailer/Mfgn. P-store  
Relationship List, then do not transmit  
CPI Search Results to the Kiosk-based  
client machine making the CPI Request

FIG. 26B

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY CONSUMERS FROM VIRTUAL-TYPE RETAILER-BASED CPI KIOSKS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

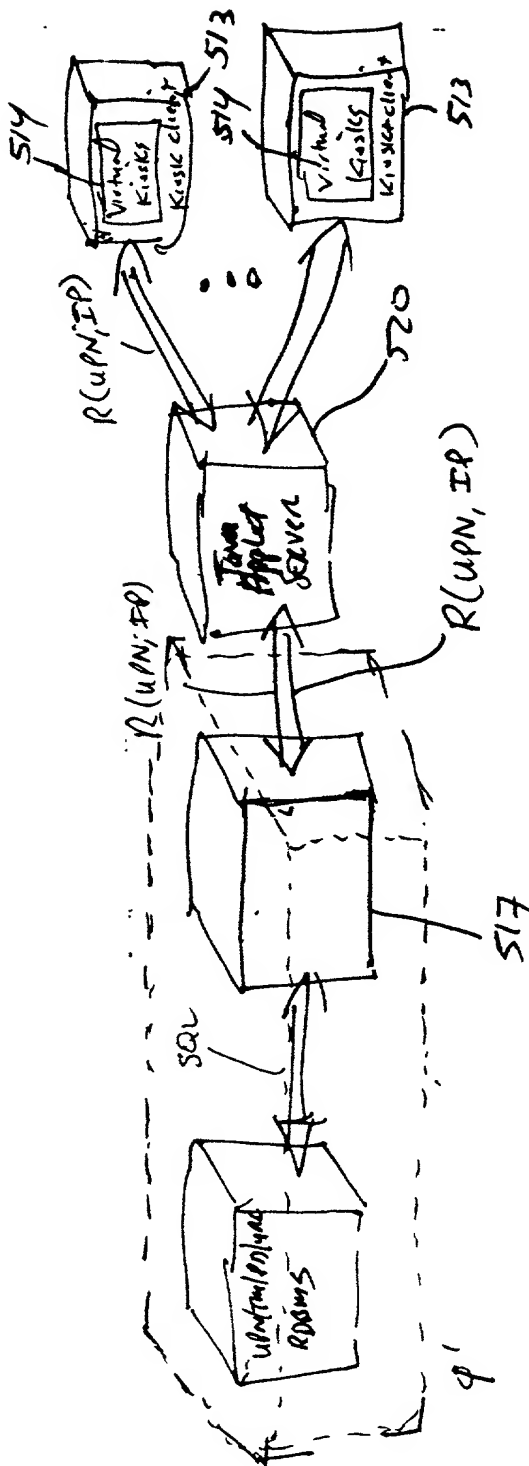


FIG. 27

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Data Filtering on CPI  
Requests Made From Virtual (Applet-enabled) Kiosks  
Deployed at an E-tailer's WWW site or E-store

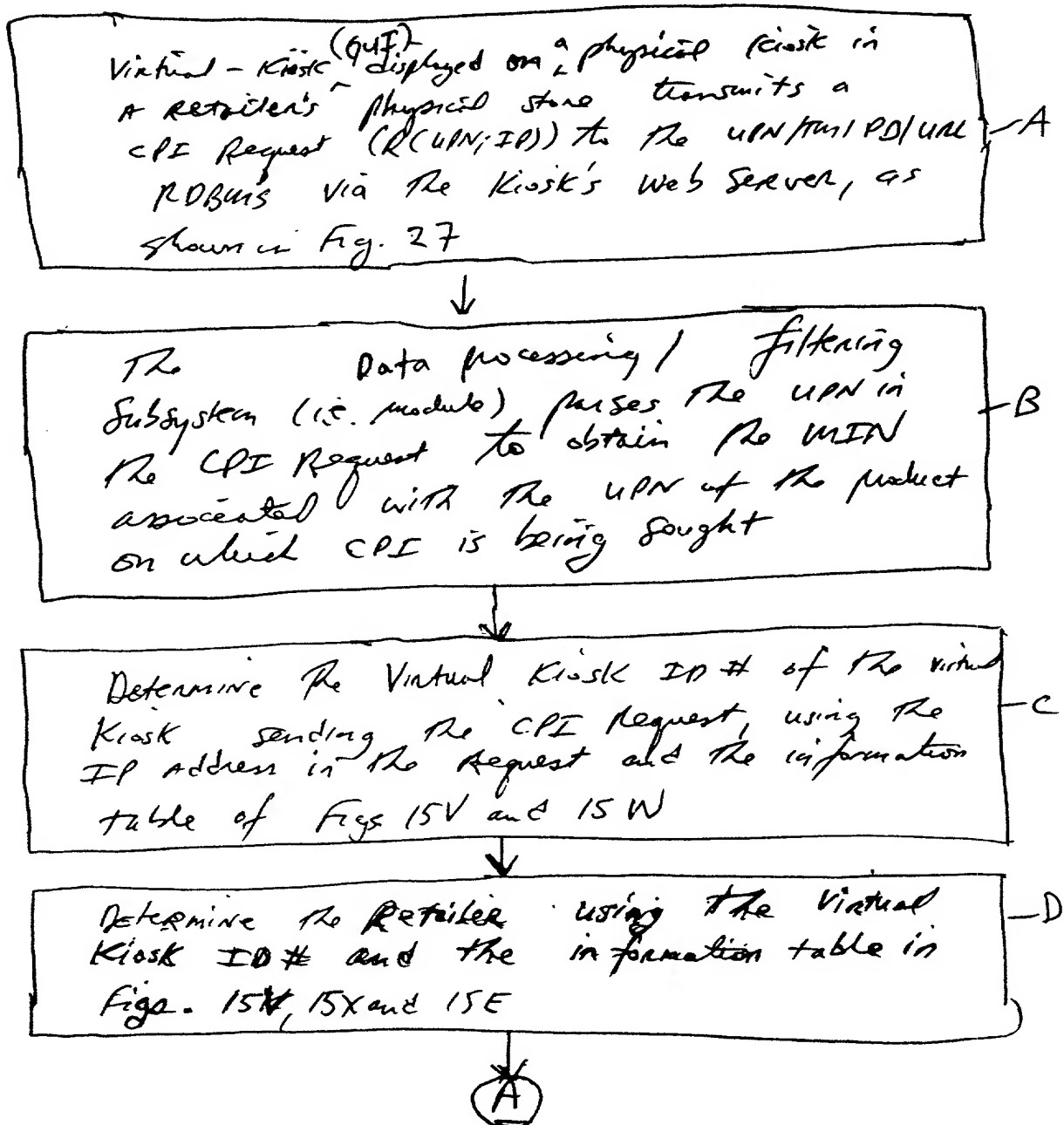


FIG 28A

(A)

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Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfg. P-store Relationship list illustrated in Fig. 15F

E

If the manufacturer identified by the obtained MIN is on the Retailer/Mfg. P-store Relationship list, then transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

F

If the manufacturer identified by the obtained MIN is not on the Retailer/Mfg. P-store Relationship list, then do not transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

G

FIG. 28B

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**Modes of Information Service in the Consumer Product Advertisement  
Marketing, Programming, Management and Delivery Subsystem (502)**

**Advertisers**

- Registration of Advertiser/Creation of Advertiser Account
- Log-in by Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on a Particular Brand or Brands of Consumer Product
- Register Kiosk Advertising Campaign to be Displayed on a retailer-Authorized Subnetwork of CPI Kiosks
- Build Kiosk Advertising Campaign by Placing Ad Spot Orders to Be Run on a Particular Subnetwork of CPI Kiosks
- Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance of Kiosk Advertising Campaign

FIG. 29



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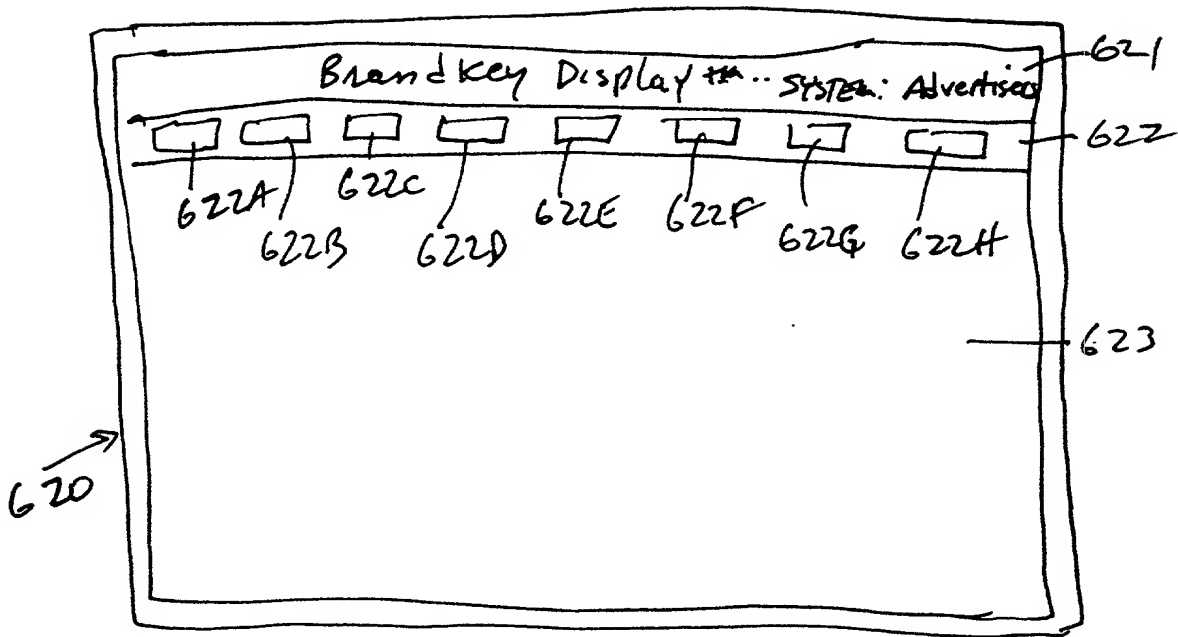


FIG. 30

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR ADVERTISERS AND ADVERTISING AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT ADVERTISEMENTS, IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

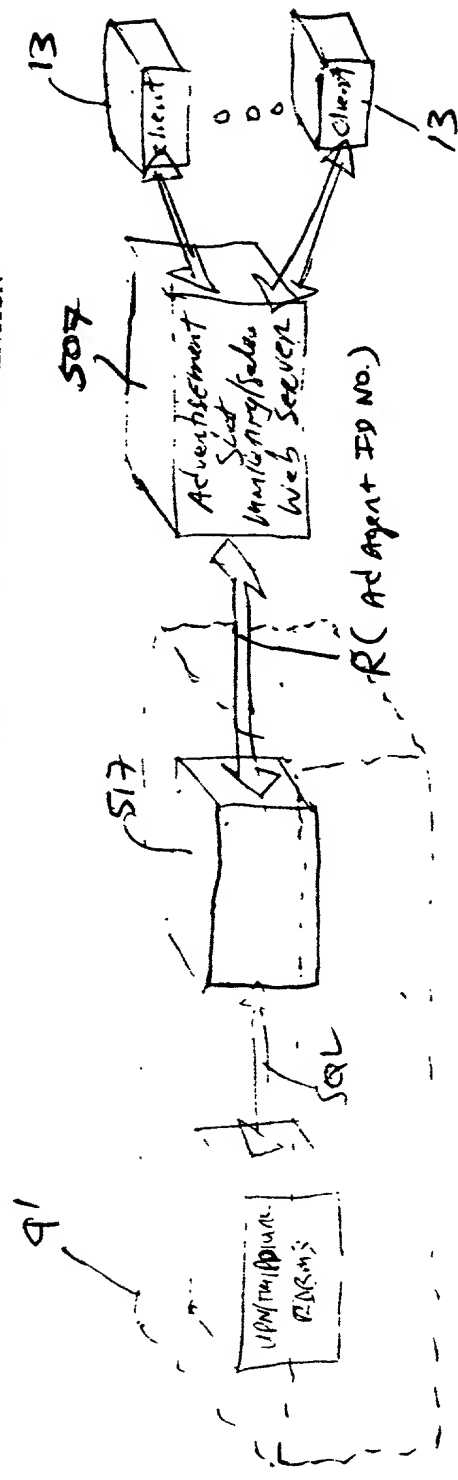


Fig. 31

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK  
ADVERTISING DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED ADVERTISER IS  
AUTHORIZED BY RETAILERS TO PLACE AD SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

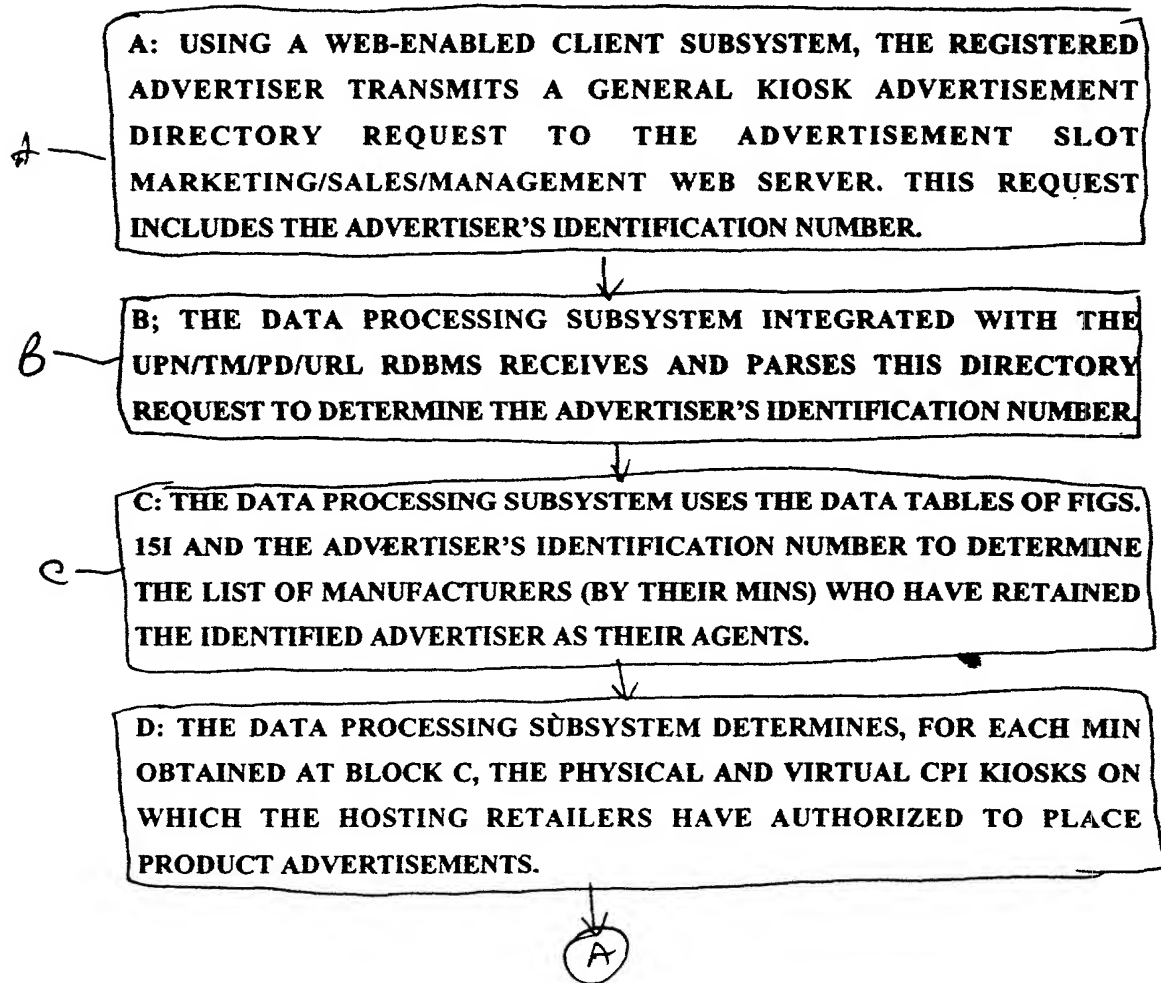


FIG. 32A

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**E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE ADVERTISER MAY ORDER ADVERTISEMENTS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

**FIG. 32B**

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF  
 A KIOSK ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED  
 NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CH  
 KIOSKS ON WHICH A PARTICULAR ADVERTISER OR ADVERTISING AGENT IS  
 AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT  
 ADVERTISEMENTS REGARDING A PARTICULAR BRAND OF UPN-INDEXED  
 CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE  
 PRESENT INVENTION

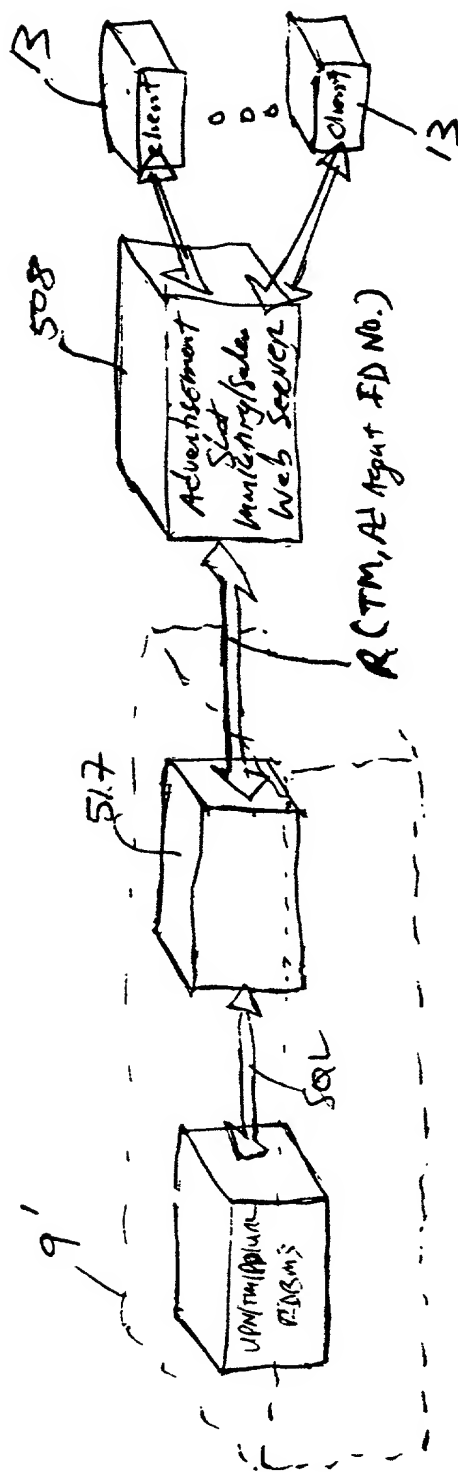


FIG. 33

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**DATA PROCESSING METHOD FOR GENERATING FOR  
GENERATING A BRAND KIOSK ADVERTISING DIRECTORY WHICH  
INCLUDES ONLY (PHYSICAL AND VIRTUAL) KIOSKS ON WHICH  
THE REGISTERED ADVERTISER IS AUTHORIZED BY RETAILERS  
TO PLACE AD SPOT ORDERS FOR EXECUTION AND DISPLAY.**

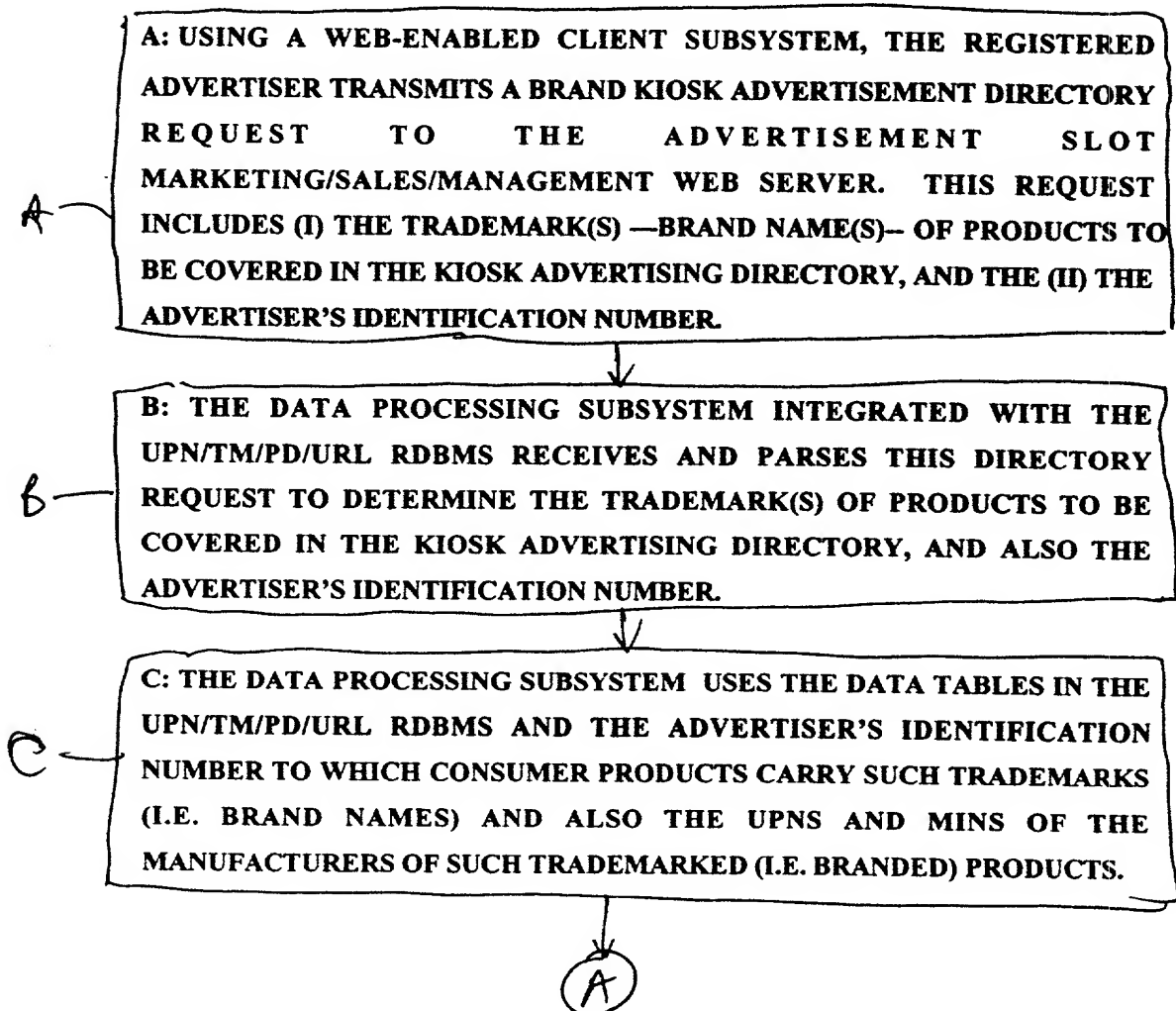


FIG. 34A

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A



D

**D: THE DATA PROCESSING SUBSYSTEM USES THE MINS DETERMINED AT BLOCK C TO DETERMINE THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IN WHICH MANUFACTURERS IDENTIFIED BY SAID MINS HAVING AISLE/SHELF RIGHTS/PRIVILEGES TO DISPLAY PRODUCT ADVERTISEMENTS.**



E

**E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

**FIG. 34B**

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**Modes of Information Service in the Consumer Product Promotion Marketing,  
Programming, Management and Delivery Subsystem (503)**

**Promoters**

- Registration of Promoter/Creation of Promotion Account
- Log-in by Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks on Which the Promoter is Authorized to Display Promotion on consumer Products
- Display Kiosks on Which the Promoter is Authorized to Display promotions on a Particular Brand or Brands of Consumer Products
- Register Kiosk Promotion Campaign to be Displayed on a Retailer-Authorized Subnetwork of CPI Kiosks
- Run and Display-Kiosk Promotion Campaign on Retailer-Authorized Subnetwork of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35



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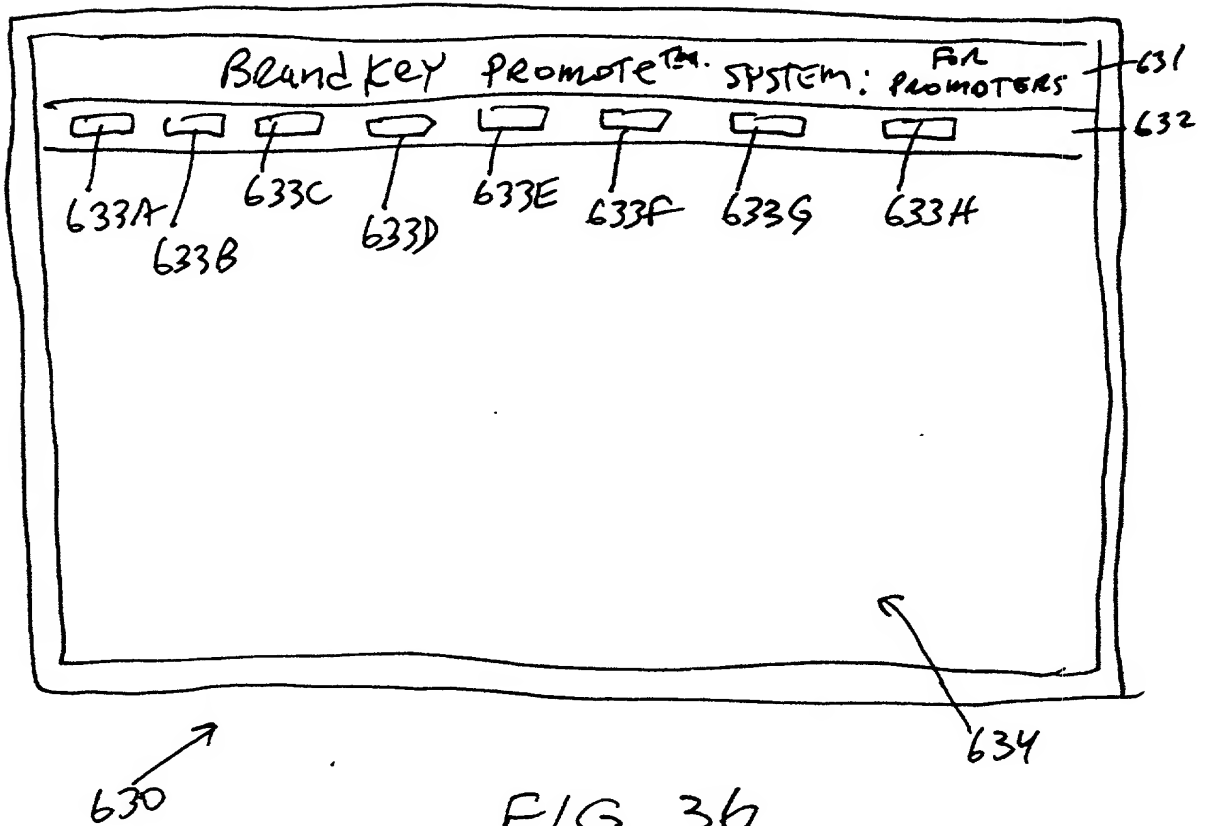


FIG. 36

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI KIOSKS ON WHICH PARTICULAR PROMOTERS AND PROMOTIONAL AGENTS ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT PROMOTIONS IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

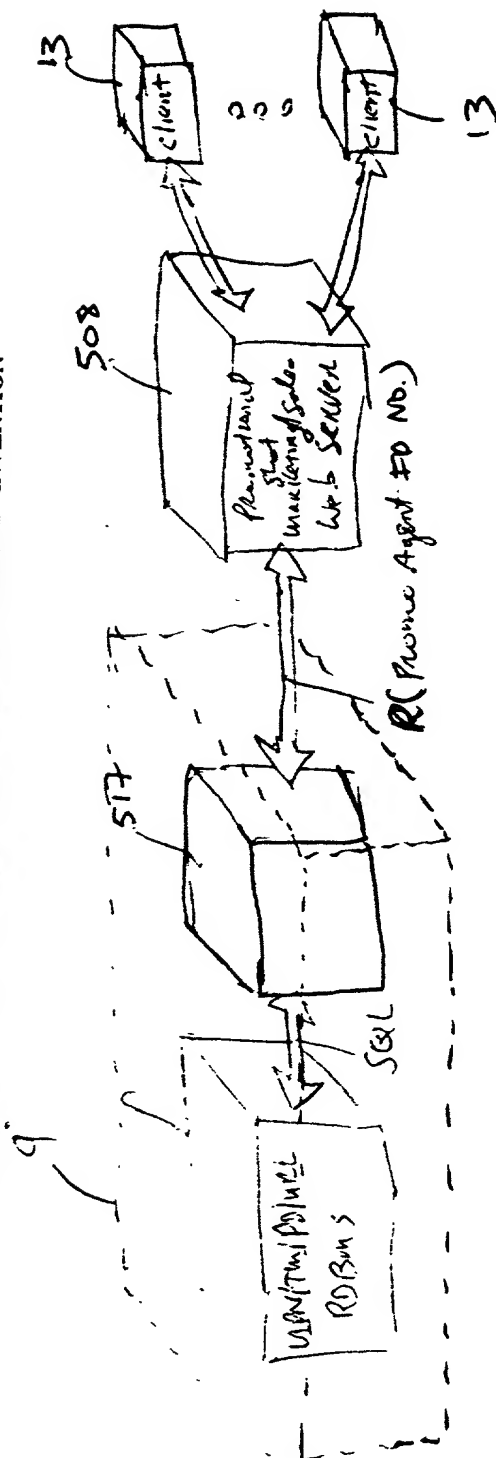


Fig. 37

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK  
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS  
AUTHORIZED BY RETAILERS TO PLACE PROMO SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

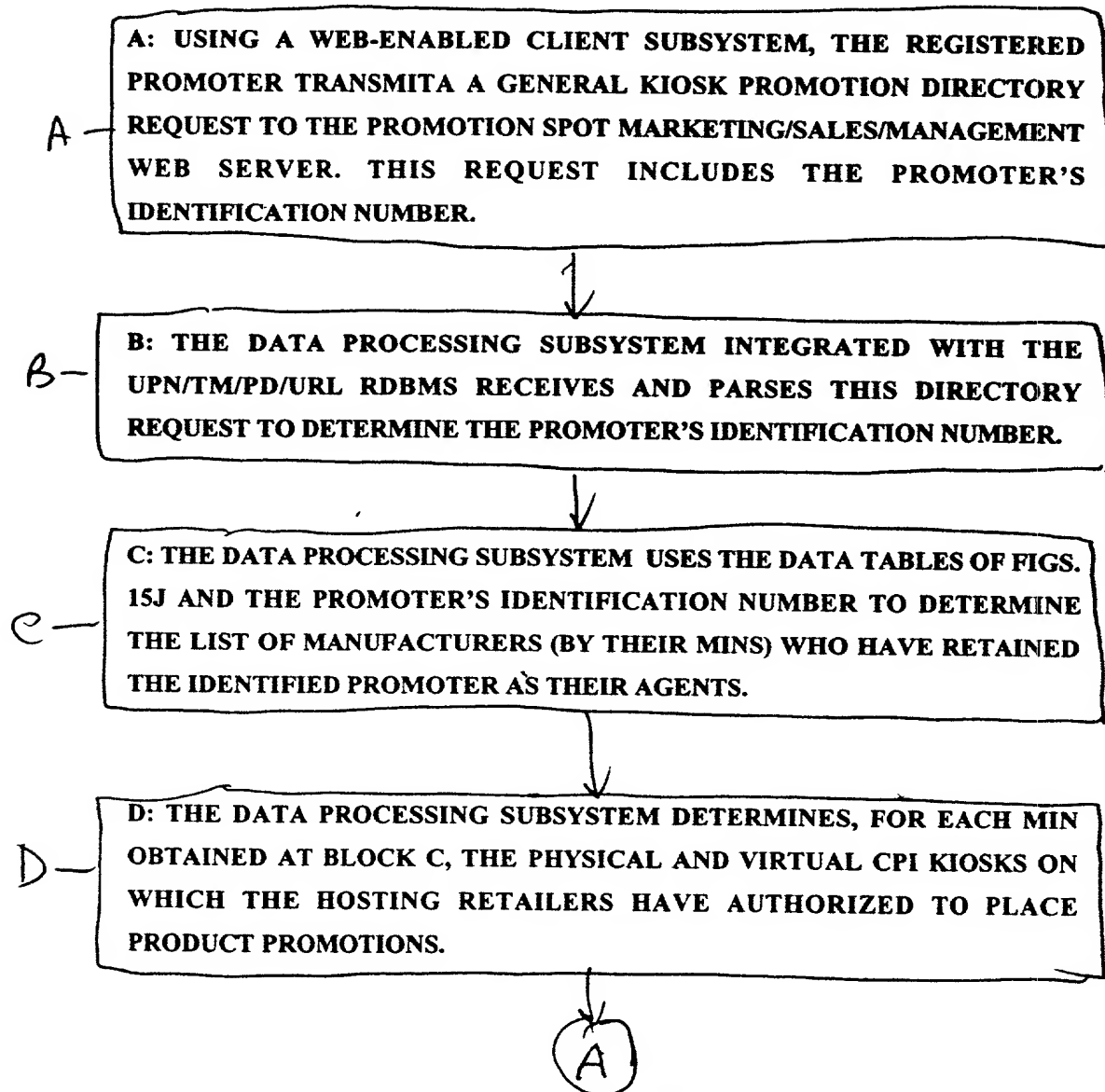


FIG. 38A

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**E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS 9' TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE PROMOTER MAY PLACE PROMOTIONS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.**

**FIG. 38B**

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CH KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

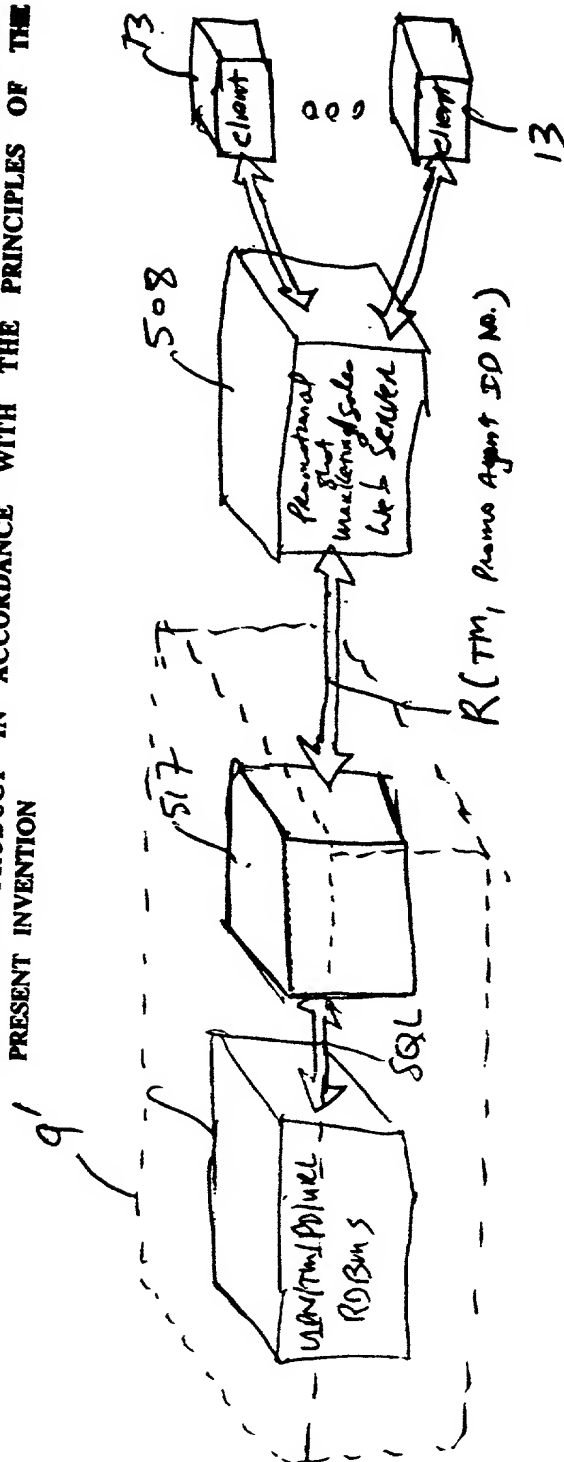
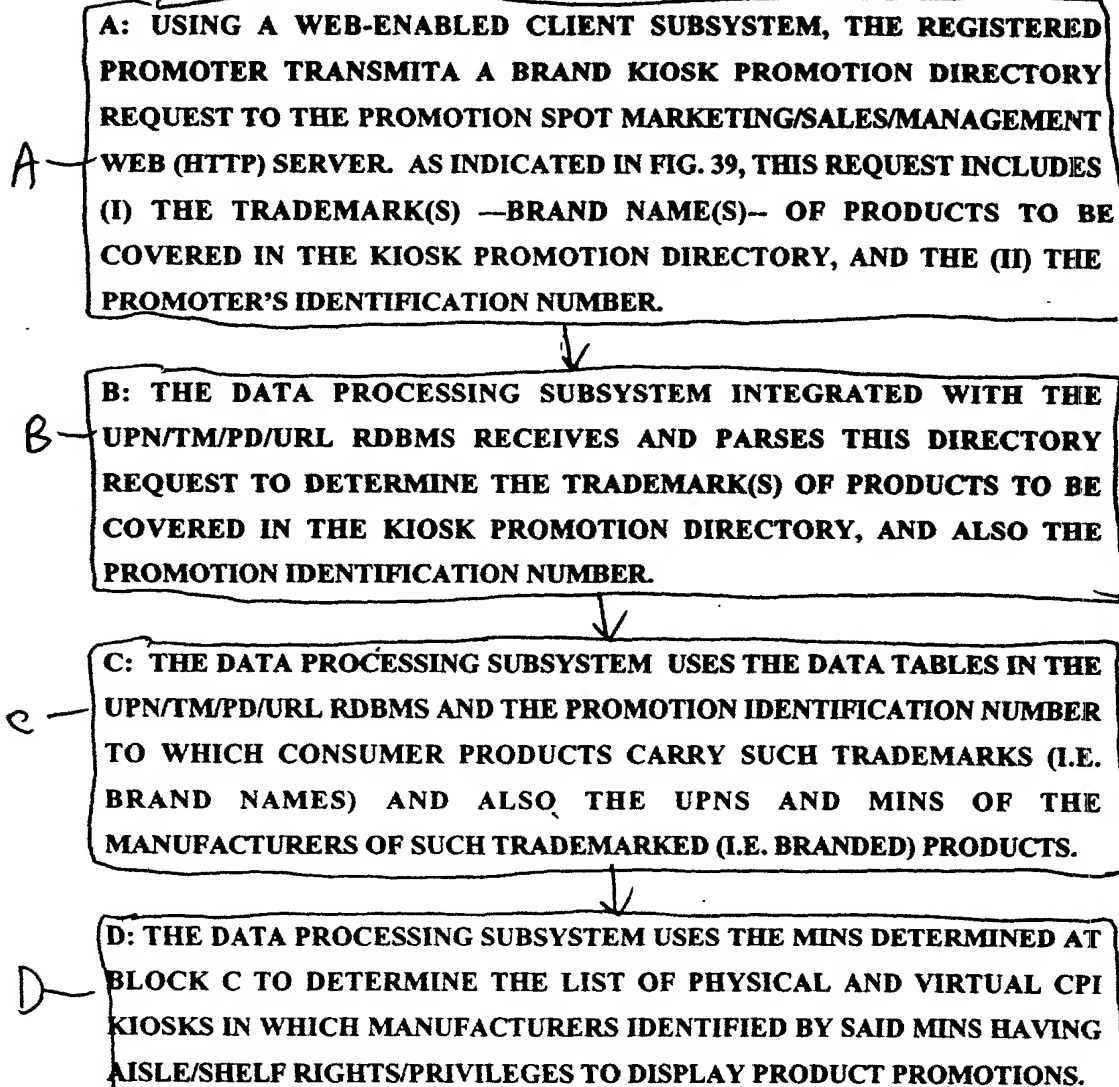


FIG. 39

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**DATA PROCESSING METHOD FOR GENERATING A BRAND KIOSK  
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS  
AUTHORIZED BY RETAILERS TO PLACE PROMOTION SPOT ORDERS FOR  
EXECUTION AND DISPLAY**



A

FIG. 40A

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(A)

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING PROMOTER.

FIG. 40B

*physical multi-mode (CPI) kiosk*

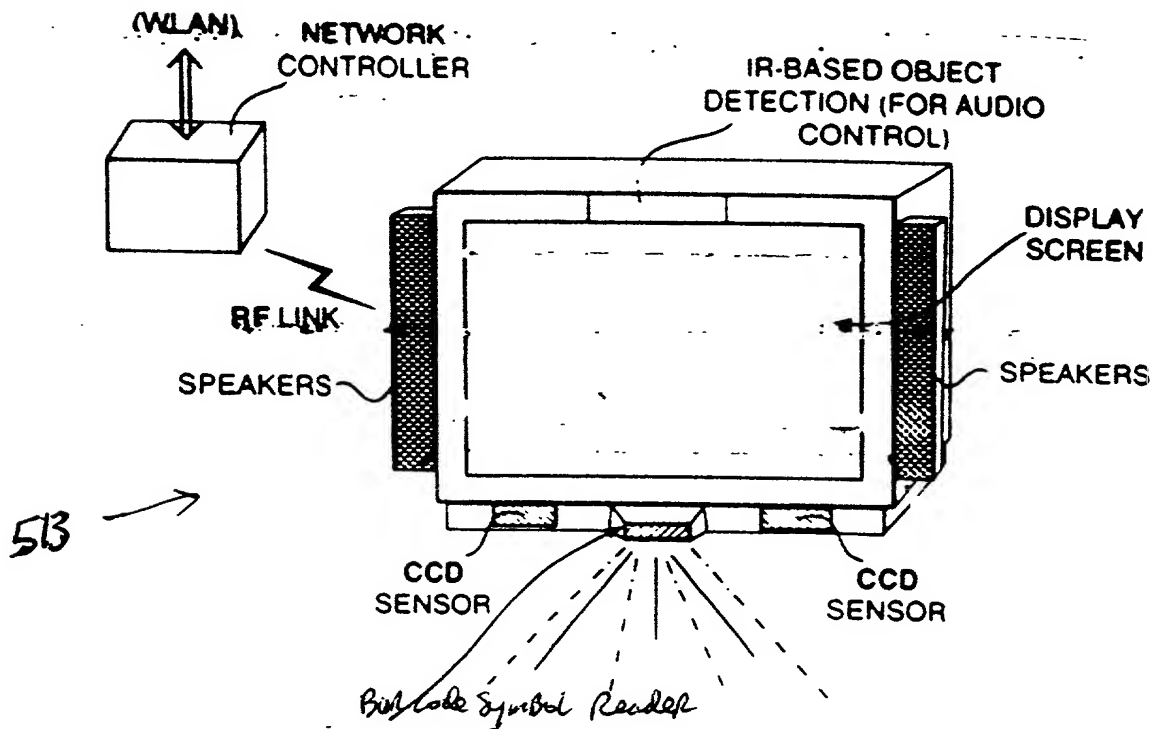


FIG. 41

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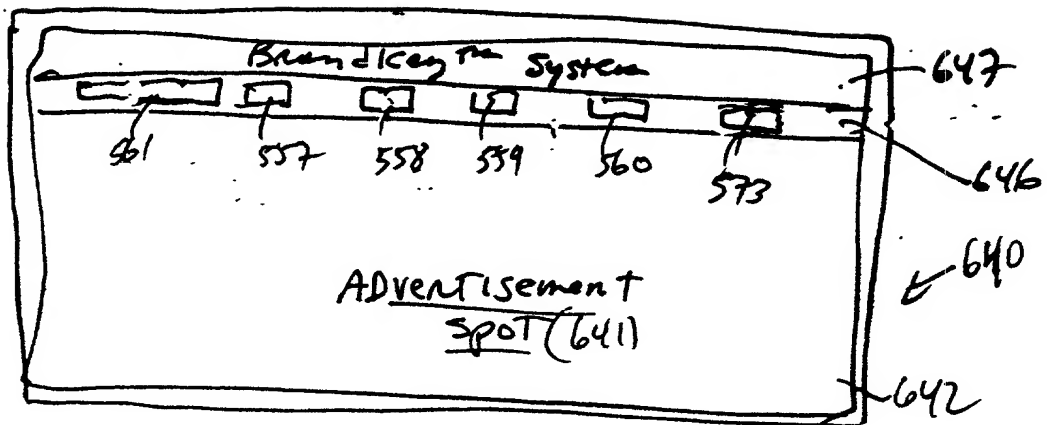


FIG. 42A

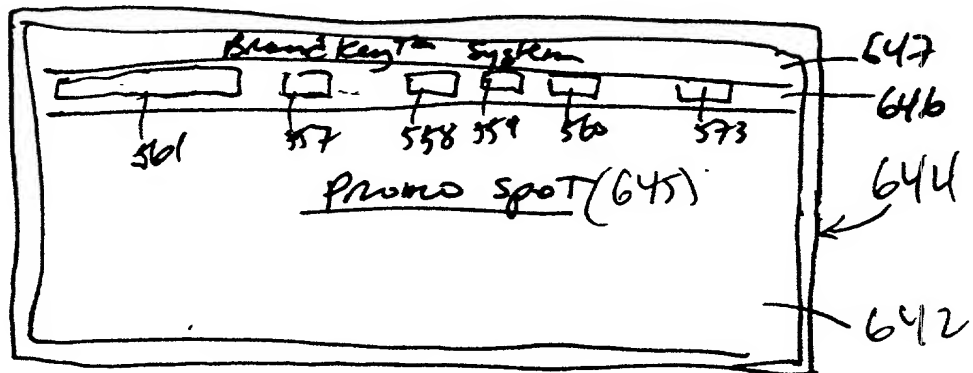


FIG. 42B

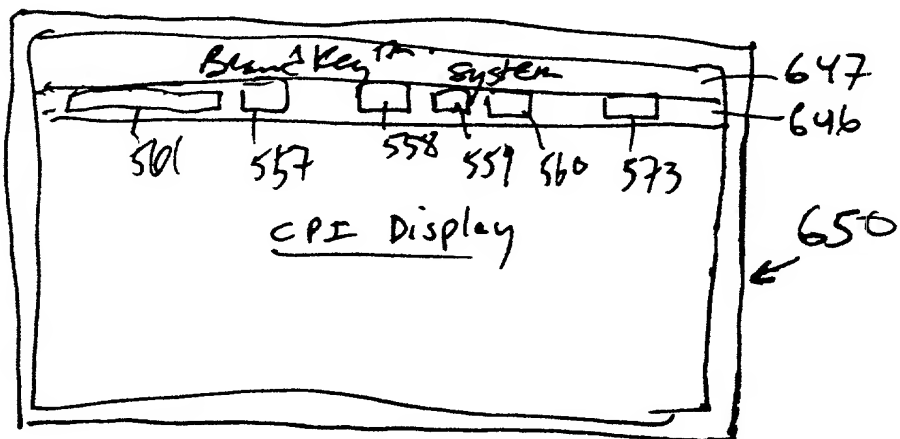


FIG. 42C



## The BrandKey™ System Architecture (2')

**The BrandKey™ System Architecture (2)**  
BrandKey Create™, BrandKey Display™, BrandKey Promote™ and BrandKey Request™ Subsystems (503,502,503,504)

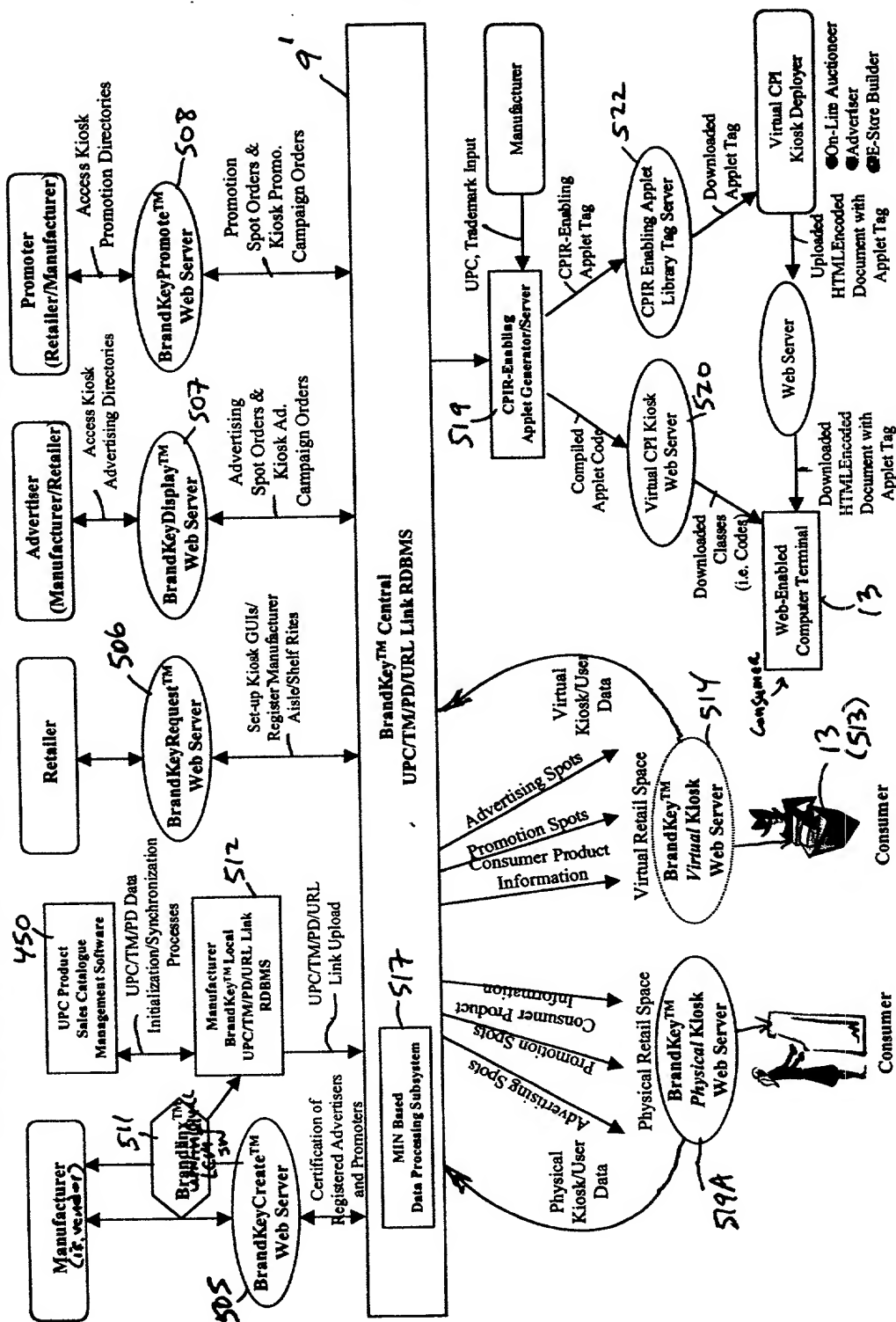


FIG. 43